

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES *and The Flavor Field*

79th YEAR

OCTOBER, 1956

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COFFEE BROKERS
AND AGENTS

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NEW ORLEANS
427 Gravier St.

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Assure perfect quality the year 'round

**NATIONAL FEDERATION
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Colonial Stores
replace grinders
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Fresh-
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GONE are the traffic jams, the spillage, the pilferage, the wasted floor space that goes with old-fashioned coffee-grinder operations.

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ARE BETTER IN

Pliofilm



Pliofilm, a rubber hydrochloride — T. M. The Goodyear Tire & Rubber Company, Akron, Ohio



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Invigorating—
That's Coffee!

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Coffee Importers

GREEN COFFEES FROM ALL OVER THE WORLD



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NEW YORK



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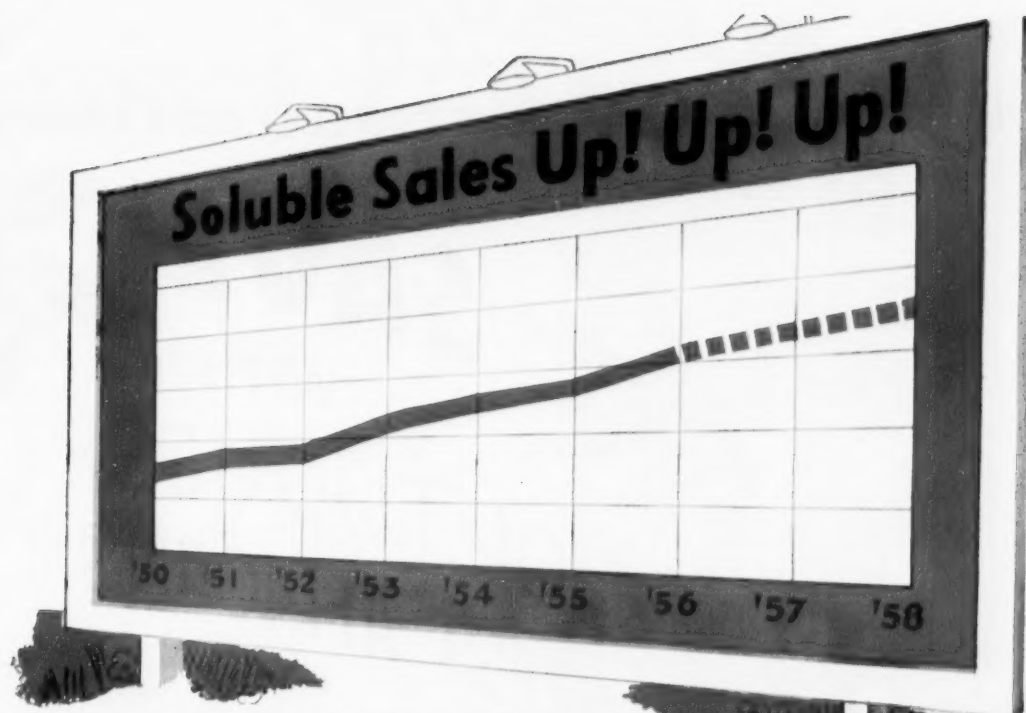
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THEY ARE SWEET AND THEY WILL
BRING DOWN THE COST OF YOUR BLENDS

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**JUNTA DE EXPORTAÇÃO
DO CAFÉ**
HEAD OFFICE: RUA AUGUSTA 27-LISBON
PORTUGAL

D. SARAIVA

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Savings Proved IN PLANT INSTALLATIONS

BAR-NUN[®]

Automatic Bag Feeder, Opener and Weigher

Savings in labor . . . in coffee . . . in overall efficiency in the packaging department . . . add up so quickly that in most coffee plants the investment in a Bar-Nun Bag Feeder, Opener and Weigher has been repaid within the first year of operation. Then these plants profit through many more years of Bar-Nun economies.

The accurate and dependable Bar-Nun cuts bag packaging labor requirements as much as one-half. One operator, at a Bar-Nun not more than half-time, produces up to 30 one-pound bags per minute—automatically fed, opened, held, weigh-filled, and ejected. Two Bar-Nuns, one with righthand discharge and one with lefthand, can be placed side by side. One operator, tending both machines, then produces 55 to 60 bags per minute, ready for the closing operation.

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dependably on schedule . . . avoids costly overtime during peak periods . . . sets and maintains a regular, automatic pace that keeps the department operating steadily and productively, hour after hour.

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GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS
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OCTOBER, 1956

SCHAEFER
KLAUSSMANN CO., INC.

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- 302 MAGAZINE STREET, NEW ORLEANS 12, LA.

Coffee Importers and Agents

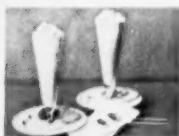


New Idea for Holiday Sales!



Great Coffee Eggnog Party

Try these "Happy Holiday" Coffees!



These are some of the many delicious coffee recipes that you can find in the Pan-American Coffee Bureau's "Happy Holiday" Coffee Eggnog recipe book.

These are some of the many delicious coffee recipes that you can find in the Pan-American Coffee Bureau's "Happy Holiday" Coffee Eggnog recipe book.

These are some of the many delicious coffee recipes that you can find in the Pan-American Coffee Bureau's "Happy Holiday" Coffee Eggnog recipe book.

There is nothing as satisfying as a good cup of coffee.

COFFEE EGGNOG

NATIONAL MAGAZINE ADVERTISING, full-color full-page, appears in the November Ladies' Home Journal and December 15 Saturday Evening Post — total circulation, over 10,000,000 with more than twice that number of readers! *Your brand can profit from this big coffee promotion!*

Boost your coffee sales by imprinting these colorful promotion items with your brand name. Give them to your supermarket and grocery accounts. If you have not yet received your Sample Kit in the mail just write the Pan-American Coffee Bureau, 120 Wall St., New York 5, N. Y.

NOTE: If you market your own brand of spices, be sure to take advantage of the holiday sales push which Coffee Eggnog provides. It's a natural opportunity!

"Happy Holiday" COFFEE EGGNOG

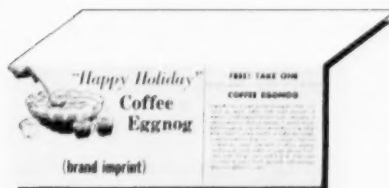


EASY
RECIPE

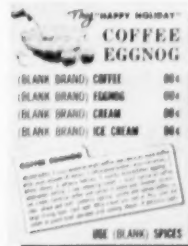
These are some of the many delicious coffee recipes that you can find in the Pan-American Coffee Bureau's "Happy Holiday" Coffee Eggnog recipe book.

(brand imprint)

STORE POSTER, 11" x 15" full color — with large space for your brand imprint and related items.



SHELF-TALKER RECIPE PAD, 3" x 8", 2 colors, with space for imprint. Fine for spice shelves, Coffee Department.



NEWSPAPER MAT, for your customers to drop into their regular advertising — with space for your brand imprint and related items.

Plan now to profit from Coffee Eggnog! Order your tie-in material early.

PAN-AMERICAN COFFEE BUREAU, 120 WALL STREET, NEW YORK 5, N. Y. • BRAZIL • COLOMBIA • COSTA RICA
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Never a slip...
with
GRIPSTRIP®

**Continental's new
self-tracking rip strip
makes your coffee easier
to open...easier to sell**

Now, end the annoyance of "off-key" rip strips forever. With Continental's new, self-tracking Gripstrip, your coffee cans will open quick, safe and sure — every time.

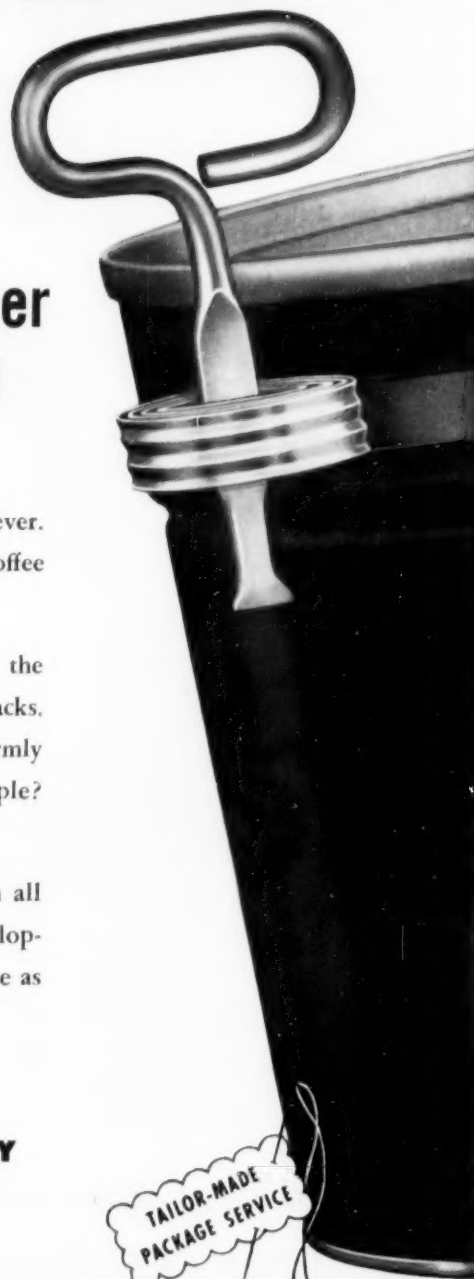
Here's how Gripstrip works. Double beads within the scored lines of the rip strip act like tiny railroad tracks. Each turn of the key locks one section of Gripstrip firmly against the next... all the way around the can. Simple? Sure. But how your customers will thank you for it.

The remarkable new Gripstrip is now available on all Continental coffee cans. Why not let this modern development work for you? You'll find our tailor-made service as convenient and up-to-date as our containers.

CONTINENTAL © CAN COMPANY

Eastern Division: 100 E. 42nd St., New York 17
Central Division: 135 So. La Salle St., Chicago 3
Pacific Division: Russ Building, San Francisco 4

**TAILOR-MADE
PACKAGE SERVICE**



YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—GRANULATORS

This is a four-page bulletin with pictures and specifications on a new line of coffee granulators. The bulletin describes capacity and dimensions, special finishing rolls, operation and maintenance, replacement heads, etc. Jabez Burns & Sons, Inc., 11th Ave. at 43rd St., New York City.

9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

10—PACKAGING BRIEFS

Succinct statements of facts on packaging coffee in one-pound bags, in three-ounce sizes for glass coffee makers, and for urns are in these Packaging Briefs. Available from: Pliofilm Department, The Goodyear Tire & Rubber Co., Akron 16, Ohio.

11—FLAT BAG PACKAGE

This four-page illustrated folder describes German-made automatic flat bag filling and closing machines. High speed types are said to fill and seal up to 130 bags per minute. Gebr. Holler, Maschinenfabrik, Bergisch Gladbach Bei Koln. U. S. representative: Ulbeco, Inc., 484 State Highway #17, Paramus, N. J.

12—COFFEE GRANULIZERS

A profusely illustrated folder which explains the line of Gump Coffee Granulizers was recently issued. Included are details on the new Style "E" Granulizer, as well as facts about the four sizes of Granulizers, each available in two models. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50.

13—STORE GRINDER

This illustrated bulletin describes the new Super Grindmaster Model No. 500, which supersedes the company's regular Grindmaster, featured for the past four years. Operation is fully automatic. The grind plate is on the front of the machine, in full view of the customer, and the grinds are indicated with an illustration of the brewing device, as well as by name. American Duplex Co., 815-827 West Market St., Louisville 2, Ky.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:
8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐

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Street Address _____

City and State _____

Signature _____ Title _____

OCTOBER, 1956

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

79th Year

OCTOBER 1956

Vol. 79, No. 10

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79th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor



What does a Burns No. 38 granulator

have to do with your customers?

**A BURNS GRANULATOR
MEANS EVERYTHING TO THE CONSUMER**

Because sharp grinds, produced on specially cut hardened steel rolls . . . MEANS A BETTER CUP OF COFFEE !

Because consistent extraction, the result of positive roll settings . . . MEANS A BETTER CUP OF COFFEE !

Because uniform color, free of scorching due to overheating . . . MEANS A BETTER CUP OF COFFEE !

FOR A BETTER CUP OF COFFEE—AND MORE SATISFIED CONSUMERS—BUY A BURNS GRANULATOR !

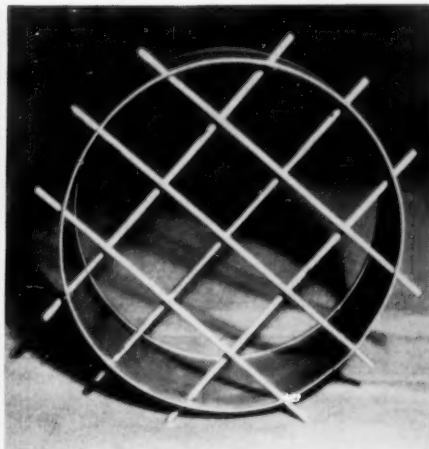
Available in three sizes: No. 38 — 600 to 1200 lbs/hr
 No. 36 — 1200 to 2000 lbs/hr
 No. 35 — 2500 to 4000 lbs/hr

JABEZ BURNS AND SONS, INC.

ENGINEERS

11th Avenue and 43rd Street
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Left: "Seeing is believing" urn designed by CBI's field research staff for demonstrations. Through glass body, water can be seen passing through filter bed on gridded riser. Center: The riser, a stainless steel sleeve gridded into two-inch squares by rods, keeps coffee bed about one-

inch deep and solves problem of uneven extraction caused by drooping bags. Right: These two 250 watt heat lamps in base of demonstration urn provide adequate holding temperatures and also light up inside of urn. They are thermostat controlled.

CBI launches "seeing is believing" program

**Quantity brewing demonstration, developed by field research staff,
is potent weapon for better cup of coffee in public feeding market**

One of the most potent weapons yet developed by the coffee industry to upgrade the restaurant cup was shown last month to coffee and restaurant magazine editors in New York City. That weapon is the Coffee Brewing Institute's quantity coffee brewing demonstration.

Already presented to 27 organizations across the country, the demonstration is sparking a trend toward upgrading of coffee salesmanship.

CBI field representatives who put on the demonstration are frequently asked to analyze the brewing operation in individual restaurants and chains. The coffee salesman who has the account participates in the analysis.

Coffee companies also ask the field men to discuss with their salesmen the finer points of good brewing. To further meet this need, CBI conducts a brewing school exclusively for coffee men.

The quantity brewing demonstration is practical, visual and dramatic. New equipment had to be developed for it—transparent urns with heat lamp illumination.

Robert Bappert, CBI's field research director, told the editors the urn was used for the demonstration because it was found to be the most common brewing method in public feeding. Similarly, urn bags were brought into the picture because they were the most frequently used filter.

"Let your nose be your guide to cleanliness of urn and bag," Mr. Bappert suggested. "A coffee maker which looks clean may have in it invisible oils which will affect the next brew. But smell will detect such oils."

The lid of the urn, upside down, makes a good place to store the urn bags in cold water, Mr. Bappert commented.

In putting on a demonstration before restaurant groups, CBI's field men ask for the brewing formulas the operators use, and work an average ratio into the demonstration. The ratios are usually from two and a half gallons of water to the pound of coffee, to slightly over three pounds. The usual urn is a five gallon unit.

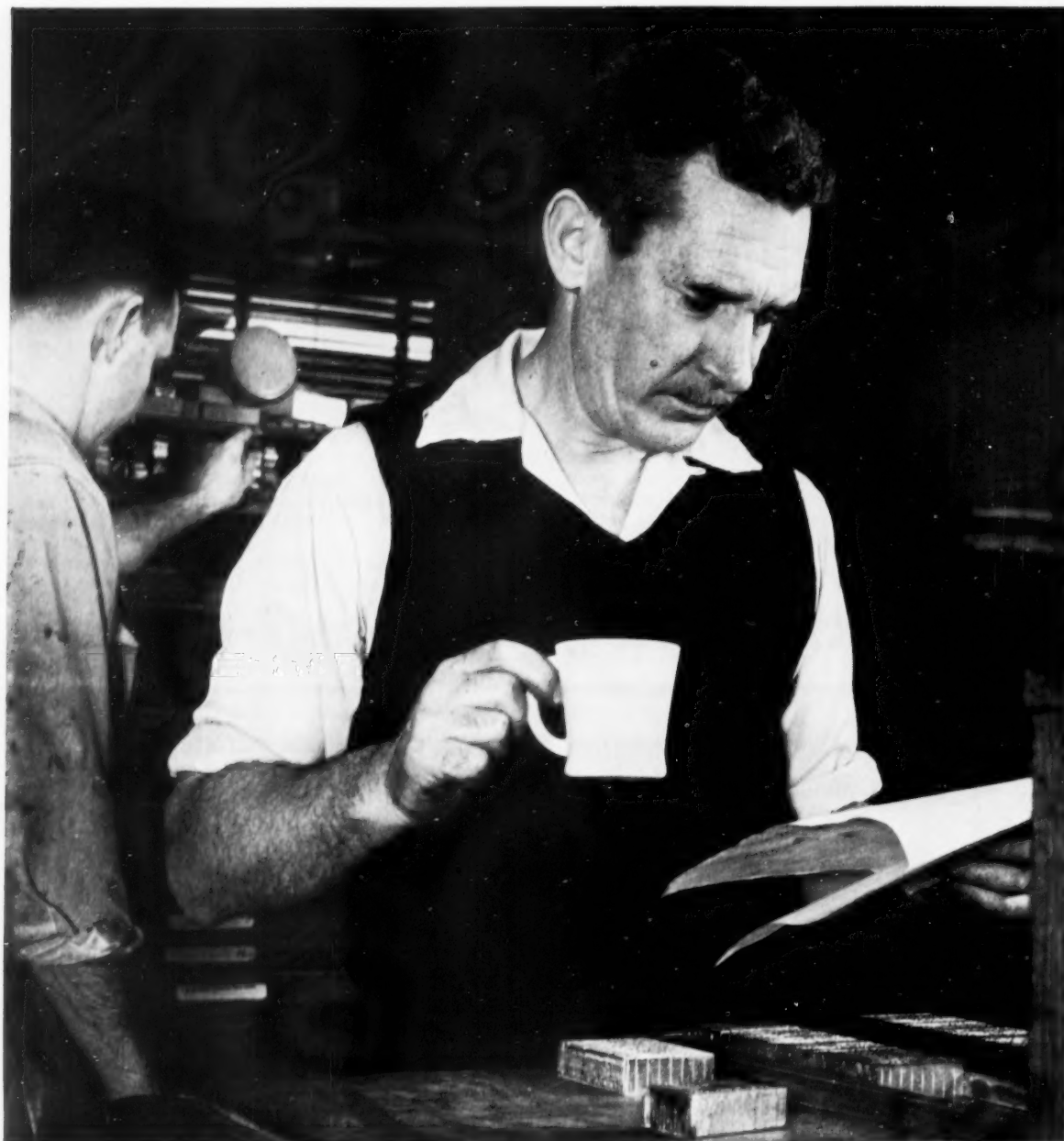
Regional differences in brewing don't vary as much as many people think, Mr. Bappert said. The formula rarely differs by more than one-third of a gallon.

An extraction rate of 20% by weight is desirable, more than 22% too often brings out bitterness in the cup, Mr. Bappert said.

CBI's quantity coffee brewing demonstration grew out of a problem: how to portray the overall procedure to be followed in brewing urn coffee, how to point up the actual processes that take place during the brewing cycle; how to demonstrate the common pitfalls and errors that mar the production of a fine beverage; finally, how to impress people with the superior qualities of a properly prepared brew.

Eugene G. Laughery, CBI president, told the editors that also taken into consideration was the fact that coffee brewing has been dominated by a fixation. To many people, formula is the do-all and end-all of coffee making. Mix so much coffee with so much water and, presto, the

(Continued on page 54)



Fresh Coffee "makes" the break

Busy people look forward to a regular coffee break . . . but their satisfaction depends on the flavor in the cup. To protect the fresh, delicate goodness of the coffee you roast, you can rely completely on the familiar vacuum can—invented by Canco.

Today no coffee container in the world can offer you better flavor protection than the vacuum pack can, originated by Canco.



American Can Company New York • Chicago • San Francisco

no ulcers from coffee breaks

By DR. W. SCHWEISHEIMER

A businessman in the afternoon . . . a secretary in her office . . . a worker in an industrial plant—they feel tired, out of sorts, cross. Cups of coffee are brought to them, along with cream and sugar. They take the hot, aromatic drink, and immediately waves of well-being flow through their bodies. Their fatigue disappears. They feel relaxed and cheerful. Their productivity increases.

"Coffee-breaks" have become popular all over the country. We have known for a long time that coffee is stimulating to the brain and other nervous parts of the body, and there is no doubt that this is one of its main effects. However, the caffeine in coffee and tea has direct action on the muscles as well, and on the digestive-juice-producing glands of the stomach and intestines.

A strange report recently appeared in newspapers. It said that more and more women are becoming ulcer patients as a result of their invasion of the man's business world. And an Oklahoma City doctor connected this observation with his idea that coffee breaks, cocktail parties and cigarettes were giving many women ulcers.

Can coffee produce gastric ulcers?

The idea that gastric ulcers are being produced due to the increase of hydrochloric acid from drinking coffee or injecting caffeine has been mentioned before. However, no real evidence of such a connection between coffee and gastric ulcers has ever been given—and it is not contained in the recent report either.

Drs. Glenville Giddings, Winfrey Wynn, and John Haldi have studied the alleged role of caffeine in the origin of gastric ulcers. They used cats for their experiments. The administration of 75 mgm. of caffeine per kilo bodyweight by stomach tube was carried out on 26 cats daily for 21 days. No erosions or ulcers in the stomach were produced by this experiment.

Peptic ulcer is a local defect of the mucous membrane of the stomach or duodenum, the latter being the first of the small intestines, adjacent to the stomach.

Another way of administering caffeine was its injection in a mixture of beeswax and oil into the muscles of the experimental animals—in the same quantity and for the same length of time. This method likewise failed to produce any erosions or ulcers in the mucous membrane of the stomach.

Ulcers were produced in the animals by caffeine only when such a large dose was given that the animals were killed by it. In rats, too, no real changes were seen after similar experiments.

As Giddings and his associates pointed out, available data offer no valid reason that the consumption of caffeine-containing beverages, such as coffee and tea, plays any part in the origin of gastric ulcers in man. This is important to know for the diet of people afflicted with gastric ulcers as well as for prevention of ulcers. Many ulcer patients like

a cup of coffee very much, and can stand it well; they feel unhappy when they are deprived of it. Such restrictions—as is true for all diet restrictions—should not be ordered without compelling reason.

Ulcers influenced by psychic factors

We do not have to go very far in order to find out the reason why business-women today have more ulcers than their sisters of a few decades ago. Recent research work has shown that the most common physical ailments found among American businessmen were: Coronary artery disease, high blood pressure (hypertension) and peptic ulcer (ulcer of stomach or duodenum).

Such ulcers are a physical disease which is greatly influenced by psychic factors. There is a close relationship between nervousness, anxiety, worry and the acute exacerbations of ulcer. As Dr. Harvey Cushing has pointed out: "All clinicians are familiar with the facts that high-strung persons are particularly susceptible to nervous indigestion and associated ulcer; that ulcers become quiescent or tend to heal when patients are put mentally and physically at rest; and that symptoms are prone to recur as soon as the victim of the disorder resumes his former tasks and responsibilities."

Drs. R. Doll and F. A. Jones recently published a study on the occupational factors in the origin of peptic ulcers in England. The incidence of peptic ulcers varied with age. In men there was a maximum of 9.6% at ages 45 to 54. In women the maximum of 6.1% was recorded at ages over 55. The men were classified in 20 occupational groups. High rates of incidence were found for business executives

(Continued on page 36)



Coffee and tea were "leaders" in this promotion, designed to get more fountain and restaurant customers for Katz & Besthoff, Inc., New Orleans chain, according to Victor Byer, manager of fountain and food operations. The promotion was aimed at winning new coffee break customers to establish the habit and possibly make them customers for luncheon and other meals. The promotion offered coffee or tea with any pie or cake for 19¢.



Let's sell more coffee

more coffee will be sold

IF roasters and distributors advocate measurement of coffee and water in a realistic ratio.

IF there is less emphasis on the selling price of the product and more upon its merits as a satisfying and beneficial beverage.

IF creative salesmanship replaces overemphasis on consumer and retailer "deals".

This is the theme in which all segments of the coffee trade can find a common purpose. We shall endeavor to do our part.

RUFFNER, McDOWELL & BURCH, INC.

COFFEE BROKERS AND AGENTS

SAN FRANCISCO — CHICAGO — NEW ORLEANS — NEW YORK

"It pays to trade the Ruffner way"

how Superior started selling canned coffee to consumers — over the restaurant counter

By AARON D. CUSHMAN, Aaron D. Cushman & Associates
Chicago

What motivates a highly successful, firmly established coffee company in the restaurant field to take a "flyer" into a market virtually unknown to them and overcrowded?

The answer, in the case of the Superior Tea & Coffee Co., Chicago, is simple: they had to. Their customers demanded it.

For over 49 years, Superior has been one of the outstanding suppliers of quality coffee to restaurants and hotels in the Midwest. The "coffee with that extra-goodness" is known and respected.

For years, the company received a steady and increasing stream of mail from consumers demanding their coffee. In response, for the first time in their 49 years of commercial coffee sales, Superior prepared a specially packaged one pound vacuum can, "Superior Custom Blend" for over-the-counter restaurant and hotel sales.

From the beginning, Superior decided that their new "Custom Blend" would be exactly that—a blend of the finest coffees. It was designated to be, and is, a prestige product and is priced as such.

Superior thrust a tentative toe into the consumer coffee market with virtually two strikes against them: A high-priced product with a minimum of distribution. What this meant to the average housewife or potential buyer was simply this: She not only had to pay more but had to go out of her way to pay it!

Superior began by engaging the services of a public relations agency, Aaron D. Cushman & Associates, Chicago, to handle the details of their promotion—on a relatively limited budget—and to publicize the product.

Since their largest area of distribution was over-the-counter in restaurants and hotels, the most vital factor was to provide an impetus to the restaurateur to "push" the sale of the coffee and to make the diner aware of its ready availability.

Striking point-of-sale display cards were prepared and services to all restaurants handling the new product. A special promotion called "Miss Superior Blend" was conceived and carried out:

An attractive, sales-minded model was costumed and decorated with a banner proclaiming her "Miss Superior Blend." Her function? To travel throughout the city and with an aura of graciousness that belied her strong sales pitch, serve Superior Coffee free to patrons and chat with them. To announce her coming at various restaurants, large "life-size" signs of her were prepared and small table-tents with her picture were serviced to each restaurant three to four days before her arrival. This not only created an awareness on the part of the diner—most of whom were willing to pick up a one pound can of "Custom Blend" as



Earl Cohn, Superior v.p., and ABC announcer Fred Kasper, discuss Jim Moran Courtesy Hour TV show, devoted entirely to Superior Custom Blend Coffee.

they left, but it gave the restaurateur the feeling of wholehearted cooperation on the part of the company.

This took care of part of the promotional problems, but a untapped market still remained unconquered.

Working with a limited budget, "novelty" spot announcements were attempted on a few night-time personality radio shows. Again the public was asked to write in for their order of coffee—and despite this natural barrier to ready sale—the response was fairly good. Not in terms of quantity, but quality. Large orders came in, many for more than two cases, and re-orders were high.

One of the most successful promotions for the company in terms of write-in direct orders came through the agency which arranged what was, in reality, an hour-long television commercial for Superior Custom Blend Coffee.

In March, Superior Coffee made its TV debut on the well-known Jim Moran Courtesy Hour (ABC-TV Channel 7, 10:00-11:00 p.m.) with an audience of over 1,000,000 viewers. The entire show, from green to grind, was devoted to coffee—Superior Coffee, to be exact. The show, essentially a variety-talent show, featured some of the country's top singers, dancers and comedians—who sang, danced and cut "coffee capers" on the two sets, one a mythical "Superior Coffee Plantation" in Brazil, and the other an accurate replica of the testing department at the Superior plant.

On hand to furnish a complete picture of the coffee business from the "business" point of view, was Earl Cohn, vice president of the company who was interviewed extensively on the show.

The switchboards at the plant were tied up for three days

(Continued on page 37)

World coffee exports will reach 35,700,000 bags during 1956, says U. S. Department of Agriculture

World exports during 1956 are estimated at a maximum 35,700,000 bags if stocks in the importing countries are maintained for the balance of the year at the midyear level, according to a report by the Foreign Agricultural Service of the United States Department of Agriculture.

Of the total, the United States will receive an estimated 21,000,000 bags and the balance of the world 14,700,000 bags.

World exports of green coffee during the calendar year 1955 totalled 34,000,000 bags, about 16% higher than the 29,300,000 bags exported in 1954. Of the total 34,000,000 bags for 1955, the United States imported 19,500,000 bags and the balance of the world 14,500,000 bags.

Total exportable production for the 1955-56 season is estimated at 43,200,000 bags, more than one-fourth above the 33,600,000 bags of 1954-55, and about one-fifth above the maximum world import requirements estimated for 1956.

Although the 1956-57 world exportable production forecast of 38,700,000 bags is lower than the estimate for 1955-56, output will once again exceed world consumption needs. Mild coffee production, for the marketing season beginning October 1st, 1956, will be about 8% larger than that for the previous season.

While estimates of coffee supplies continue to vary, it is probable that mild coffees were adequate, this past

winter, to cover normal world consumption requirements, but were not sufficient to cover both consumption requirements and stock-building by the importing nations, USDA said.

In the United States, for example, green and roasted inventories during fiscal 1955-56 had been raised by an estimated 2,100,000 bags and were nearing the high level of June 30th, 1954.

Despite the large supplies of total coffees available during the past year, the sharp increase in the demand for mild coffees, which was intensified last fall, greatly strengthened prices for those coffees in the months that followed. This increased price for mild coffees, in turn, pulled up the price for Brazils, although the differential between the two prices remains abnormally wide.

Inventories in the United States in September, 1955, had fallen to a postwar low. The strong world demand for mild coffees and low inventories—particularly in the United States, stimulated the rebuilding of stocks.

Coffee purchasing was further increased after late fall crop reports from producing countries indicated that mild coffee supplies would not be adequate to meet apparent import requirements. The heavy imports beginning October, 1955, through July, 1956, surpassed the high import levels for the same period of 1953-54.

A wide variation in winter crop estimates for Latin-American countries had resulted in uncertainties throughout the world market. With prices for coffee rising, the importers and roasters purchased more heavily against the possibility of tight supplies during the spring and summer of 1956.



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"starting up" the instant coffee plant

By Dr. WILBERT A. HEYMAN

This is the fifth of a series of articles on the development of soluble coffee in various countries around the world, as seen by Dr. Heyman.

Dr. Heyman is associated with Foster D. Snell, Inc., consulting engineers, in the building of soluble coffee plants here and in other countries.

Dr. Heyman formerly owned and operated his own soluble coffee plant. He was awarded a Certificate of Appreciation by the U. S. Quartermaster Corps for his work in developing the first soluble coffee for Army use.

The "dream plant" soluble coffee factory which we built for Commonwealth Foods, Inc., in the Philippines, was now ready for testing and start-up. I was faced with teaching unskilled men how to operate a complicated process designed to make what we felt would be the finest flavored soluble coffee ever produced to that time. They could not speak English, and I could not speak Tegallog, their Philippine dialect. This was the first factory they had ever seen. They had to be taught such things as how to open and close a valve, how to start and stop a high pressure pump. But they were willing, intelligent and glad to have a job with prospects of steady income. The minimum wage in the Philippines is 25¢ per hour.

Our first test was start-up for the high pressure steam plant. This equipment was to operate at 200 lbs. pressure. It was completely automatic; there was very little to trust to my unskilled men.

Our next test was on the high pressure stainless steel one-inch lines and the valves connecting the manifold to the high pressure percolators. Each percolator was equipped with 11 valves. There were six percolators in all. This meant some 66 valves for my percolator men to learn.

We then tested the high pressure pump and the water flow through the heat exchangers. Everything worked perfectly. The water was then passed through the filter to the reservoir for the spray dryer. There were no leaks.

A clever device was installed at the bottom of the spray dryer to test the nozzles. We were able to test the capacity of each nozzle and the angle of spray right at the pressure pump before installing the nozzle on the spray some 50 feet above. This device saved many steps and delays. We had to be sure the nozzles had the proper capacity and the right spray before installing it in the top of the dryer. If it sprayed too much water, it would mean trouble later on when we intended to spray coffee.

We next tested and operated the six stainless steel percolators with water at the pressures we expected to use in making the coffee. The method of handling the coffee extract to preserve the rich aroma and flavor of the extract was duplicated with water. This was the most important part of both the process and the design. Unless we produced

a coffee concentrate which retained all of the rich flavor and aroma of the roasted coffee, the rest of the equipment was merely so much inert steel.

At this point of the instant coffee manufacturing process, there seems to be a paucity of knowledge throughout the industry. Unless the coffee concentrate produces a cup of coffee approaching the flavor of the same coffee when brewed in the usual manner, then there is something wrong with the method or the equipment being used to make the coffee concentrate. Oxidation is just as much the enemy of coffee flavor in the concentrate as it is in the can of ground, roasted coffee. If the concentrate is devoid of flavor when it reaches the spray dryer, it certainly cannot be corrected when it loses what flavor it may still have by drying.

Each percolator has a capacity of 600 lbs. of roasted and ground coffee. The six therefore hold 3,600 lbs. of coffee. This was indeed a lot of money to entrust to the care of inexperienced men. Rather than take any chance, I prevailed upon the management to supply me with a cheap material which I could use in place of coffee to train my men. This



Philippine Arabian coffee can compete favorably in quality with that of any other country, including those in Central and South America, C. Dewitt Dyckman, coffee expert, declared at a recent demonstration at the Commonwealth Foods, Inc., laboratory for quality control, Manila, where different strains of locally grown Arabian coffee were tested. Mr. Dyckman, Commonwealth Foods coffee consultant, explained to officials present at the demonstration that the Philippines, especially Mindanao, is most suited for Arabian coffee cultivation. Shown seated at the testing table are (from left): Howard Ream, ICA crop production adviser, who is "smelling" the aroma of Arabian coffee produced in Davao; Pedro A. Rodrigo and Rafael Bartolome, Bureau of Plants research administrator and coffee specialist, respectively. Standing, from left, are: Francisco Aquino, Commonwealth Food assistant manager; Andres Marcelo, Philprom account executive; and Mr. Dyckman.

saved the company considerable amounts of money, for we never lost a single pound of coffee.

Our next test was made on the spray dryer, using the extract from the cheaper raw material. We had designed this dryer and built it in the United States. Working with coffee, it was essential to produce a discrete particle which would be free of dust particles and which would dissolve readily when added to hot water. But more important than this, we did not want the rich aroma and flavor of the coffee to be swept out of the dryer into the air surrounding the factory. We wanted it to remain in the soluble coffee. This meant spraying the liquid into the heated air, but allowing the powder to fall into a zone of cool air. Not only cool air, but air saturated with the aroma of the coffee. Next we wanted a hollow bead-like particle, so that two ounces of powder by weight would fit into an eight ounce jar by volume.

New type of equipment

All of these details are very easy to write about, but when it comes to designing a revolutionary new type of spray dryer to send half way around the world, it required a tremendous amount of fortitude and faith, plus a great deal of past experience. It would have been much easier to go to some dryer manufacturer and buy a standard type dryer and trust to their judgment. Then the responsibility would have been on their shoulders. I decided to take the responsibility and save my client many thousands of dollars. It was therefore with considerable trepidation that we began to test this entirely new type of equipment.

The heated air entered in the top center of the dryer. The spray nozzle was also in the geographical center of the incoming hot air. The hot air did not continue on its

journey through the bottom of the dryer, as in other dryers, but reversed its direction of flow and made its exit out of the top of the dryer. This allowed the fine particles of dry soluble coffee to fall gently out of the hot zone into a cooler zone without coming into contact with any turbulent air currents. This avoided the possibility of breaking up the fragile coffee particles and gave us exactly what we wanted in the way of discrete particles, hollow inside and of the right product density to fill our jars properly.

No dust, slight aroma

The spent air leaving the spray dryer entered into two dust collectors and then into a Dustex Multiclone Dust Collector, where every single particle of dust was collected. I had had many years of experience in the manufacture of soluble coffee. I naturally expected the air around the factory to have the rich aroma of the roasted coffee as it emerged from the spent air duct. My first action, therefore, was to go on the roof and try to catch dust particles and observe the aroma in the spent air emerging from the spray dryer. I was very surprised and highly pleased to find no dust and only a very slight aroma in the exhaust air coming from the spray dryer. This accounts for the fact that the soluble coffee we manufacture has a much greater intensity of coffee, in my opinion and that of many others, than any other soluble coffee on the market. My gamble in designing and building my own spray dryer had paid off.

The packing room was ready. It had been tiled with white tiles imported from Japan. The humidity had been adjusted to 40% relative. Our jars had been delivered. Everything was in readiness to begin manufacture of soluble coffee.

(Continued on page 37)



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is there a premium instant coffee market?

By E. L. CANNON, President
Holiday Coffee Corp.

A few short years ago forecasts of soluble coffee sales by roasters were most frequently on the bearish side. Solubles' soaring sales for the past two or three years have, however, conclusively proven their growing consumer acceptance and convinced all but the die-hards of their terrific volume potential.

It is the natural tendency of the American economy to follow the leader. Private label instant coffee packers, have for the most part, been no exception to this rule. Their method of processing the soluble itself, its appearance, jar sizes, etc., have generally been approximating the appearance, etc., of the big volume, nationally advertised brands. There can be little or no criticism of this procedure for the simple reason that one does not quarrel with success.

What has not happened in the soluble coffee field, however, to the extent that it has with ground coffee, is the attempted marketing of premium quality brands at a premium price. The trend, with little exception, has been for private brands to make their product look as much as possible like a national brand and attempt to achieve volume by selling it at a lower price. The result has been extensive cut-price competition among private label packers. Selling on the premise, "our product is just as good, but you can buy it for less", cannot continue to be a policy of all packers for the simple reason that it cannot always be so. The product may be as good or better than some of its competitors, but not the production cost.

There are relatively few private label soluble coffee processors in the United States. There are still fewer of these processors who claim that their product should be purchased, because of its genuinely superior quality, at a premium price. Perhaps an industry reason for this is that in spite of recognized brand preferences among consumers, a blindfold test of a variety of brands would show too much taste and flavor similarity. The test results could hardly be otherwise, with hundreds of private label brands being produced by a handful of packers.

To sell premium quality, one must obviously produce premium quality. Quality production must go beyond just the use of an expensive blend of beans. In fact, it seems accepted that unlike ground coffee, a high percentage blend of costly beans in solubles does not show up proportionately in the finished product. The quality difference, therefore, must include an appreciable difference in taste and, if possible, in appearance. There must also be an apparent difference in packaging, in

solubility and in clarity of the final brew. Otherwise a heavy promotion expenditure could be wasted in what consumers might think was an attempt to fool them, because they could not see and taste the difference.

With this understanding in mind and a belief that there is a market for a premium quality, premium-priced soluble, the Holiday Coffee Corp., of Walpole, Mass., is going after that market. Refinements in the plant have been made to manufacture the product on the premium quality basis that is required. The ultra high vacuum dehydration tanks will dry the instant at a relatively cool temperature several hundreds of degrees lower than conventional dryers. The high vacuum and low temperature helps to retain the flavor otherwise lost. The crystalline type of flake gives the different appearance that is desired to distinguish this brand from other solubles. This crystalline flake also gives instant solubility with greater clarity in water temperature ranging from 212 to 33 degrees Fahrenheit.

The final step of a quality-dress package is now in the planning stage and will soon appear on the market.

Producing a premium product without a promotional and educational campaign to acquaint the public and the trade with it, would be a gamble that at best would require some length of time for successful acceptance. Such promotion is particularly required in those markets where a more or less standard quality instant has in the past been competing on a price level with other brands.

In market areas where it already has distribution, Holiday will promote its premium quality immediately and only gradually work toward the premium price to consumers. In new markets, premium quality and price to consumers will simultaneously be promoted, but without an increase in price to jobbers or retailers. The extra profit incentive to the trade is, of course, intended to speed the product's distribution.

Holiday, in short, is proceeding on the premise that there is a market for a premium quality instant coffee, and intends to prove this point, not only with its own brand, but also with the instant processed for their private label customers.

In fact, the success of this idea has already been proven by well-known chains which have been selling this premium quality instant under their own private label at a price four to 15 cents per jar above that of conventional instants.

Jewel instant coffee plant to be in operation this fall

Facilities for the manufacture of soluble coffee at the Barrington, Ill., plant of the Jewel Tea Co., Inc., will be in operation this fall.

This was announced in the company's midyear report.



Daily cup consumption of coffee at new peak, survey for PACB shows

More people in the U. S. are drinking more cups of coffee per day than ever before, the Pan-American Coffee Bureau reports.

Nearly one person out of three now drinks four or more cups a day, PACB says, 1% more than a year ago. Forty-five per cent drink three or more cups, 1.2% more than in 1955.

The figures are based on a survey of coffee drinking in the United States among people ten years of age and over, made by The Psychological Corp. of America for PACB. It is the sixth in a series which began in 1950.

Seventy-six per cent of all persons ten years and over drink coffee at the rate of 300,000,000 cups per day, the survey found. On a per capita basis, this is a daily average of 2.68 cups, just slightly above the 1955 rate but 12.6% more than in 1950.

Geographic location proved a factor in coffee consumption, the survey revealed. The heaviest drinking area was the Mountain and Pacific states, where daily per capita consumption was 3.11 cups. The lightest coffee drinkers, averaging 2.20 cups per person per day, were in the Southwest. In smaller cities, of 25,000 to 50,000 population, people drank slightly more coffee than those living in larger cities or rural areas.

There was a little difference in consumption rates between men and women. The daily average for women and girls was 2.63 cups, and for men and boys, 2.73 cups.

Age, however, is a definite influence on consumption

rates. The findings revealed that by the time young people reach 16 or thereabouts, half of them drink coffee, mostly at breakfast. The highest percentage of coffee drinkers is in the 30-49 age group. On the other hand, two age brackets showed declines in coffee consumption this year. The 25-29 group had an 8% decrease and the 70-and-over, 7%.

Most coffee is drunk at home, according to survey. Out of every 100 cups, 82 were enjoyed there and 18 elsewhere. Most popular time of day for coffee is breakfast, with 40% consumed then. Thirty-six per cent is drunk at lunch and dinner and the remaining 24% during the morning, afternoon and evening.

Use of instant coffee continued to increase in 1956, the study revealed, with 24% more cups drunk this year than in 1955. About 25% of all coffee drinkers use some instant coffee, with 17% drinking it exclusively.

Ninety-one per cent of instant coffee is drunk at home, with the rest being made at the office desk or factory bench or purchased from vending machines.

The survey also indicated that instant coffee users average fewer cups than those drinking regular coffee. The average daily consumption for regular coffee drinkers was 3.63 cups, while for drinkers of instant coffee it was 2.46 cups, plus an additional .71 cups of regular coffee.

The coffee break, a well-established institution among workers, is assuming increasing importance among housewives, according to the study. Fifteen per cent of all coffee consumed by the homemaker was drunk at mid-morning and mid-afternoon. In the industrial field, 73%, or 41,000,000 workers are now permitted coffee breaks

(Continued on page 58)

Quality Coffees

• BRAZILS

SANTOS	RIO DE JANEIRO
PARANAGUÁ	ANGRA

• CENTRAL AMERICANS

GUATEMALA	NICARAGUA
SALVADOR	COSTA RICA

• COLOMBIANS

MEDELLIN	ARMENIA	MANIZALES
TOLIMA	GIRARDOT	LIBANO

• ECUADORS

UNWASHED	WASHED
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W. R. Grace & Co.

how to stabilize the coffee market

By HENRY JESSE, Asesoria Tecnica
Tegucigalpa, D. C.
Honduras

There is no other agricultural product in the world that receives as much publicity at this moment as coffee.

Opinions about supply and demand, expressed in the press and trade papers, vary considerable, most of them tainted by personal interests, and it is almost impossible for the seeker of the truth to separate reality from honest conjecture. We have been going around in circles without finding a practical solution for the tottering aspect of the industry along the whole line from production to consumption.

In this labyrinth of conflicting interests, there are only three outstanding factors of undeniable importance to the industry as a whole: *producer, roaster and consumer*. These three are connected by a string of middlemen, some of them of a parasitic nature, backed by unlimited financial means which serve the creaking trading machine.

This trading machine has had very few changes since coffee became a world factor and it is about time that we set to work modernizing it, eliminating those parts which are not absolutely essential to its functioning.

The producer depends on the roaster and the roaster on the consumer, these three are so to speak a holy "trinity" in the coffee trade.

The claim has been made that of all international industries, coffee is the best organized, which may be true so long as the consumer feels he is not overcharged; but the moment prices reach a limit which appears to be unreasonable, consumer's resistance sets in to the detriment of producer and roaster.

In numerous international conferences, the question of cost of production unfortunately never received any attention, and it is about time that each producing country give this matter some thought, to know how they stand. By cost of production, I mean the cost f.o.b. shipping port, without including export duties, which vary considerably in the various countries. The producer needs a price which includes a reasonable profit. His capital investments are heavy, and he is entitled to stimulating returns on his assets.

It is no secret that most tropical countries are assessing a string of taxes on coffee, which in the aggregate reaches large amounts. In fact, in some countries the national economy is mainly based on coffee, and any drastic decline of prices affects their importations of manufactured goods. These same countries raise the loudest protest against low prices, irrespective of how these taxes compare with cost of production, and blame everybody but themselves when the situation requires an overhauling of the price structure.

One of the greatest evils still predominating in some of the producing countries is uncontrolled financial assistance to producers. There are too many money lenders

in the game, and the first step should be to make advances available to producers on fair terms through local banks, which specialize in coffee financing.

Another factor of vital importance to the industry are proper statistics, which have to be supplied by the producing countries, but in a much more reliable way than heretofore. The only solution seems to be to establish a central coffee office, where reliable information from all sources would be concentrated.

Another feature of statistics is the obnoxious fact that the published figures deal only in totals, without consideration of quality, and it certainly would be a step ahead if these figures were broken down according to grades, such as Robusta; Brazils equal to or better than Santos 4's and lower grades; washed milds; high, medium, low grown and natural milds. When a country reports crop estimates, they should know the approximate percentage of each grade. By adopting a system like this, a crop of 50,000,000 bags would only affect prices of such grades which are in excess of the usual demand.

We all remember the time when Santos 4's were valued about 4¢ below high grade milds; now the margin has reached about 20¢, which clearly indicates the preference of consumers for a better drink in the cup. There are still millions of people who are satisfied with coffee as long as it tastes like coffee. They feel the stimulating effect just the same. They have not yet acquired a liking for the finer stimulants, and do not know what a well balanced cup is.

(Continued on page 38)

Trade Roast

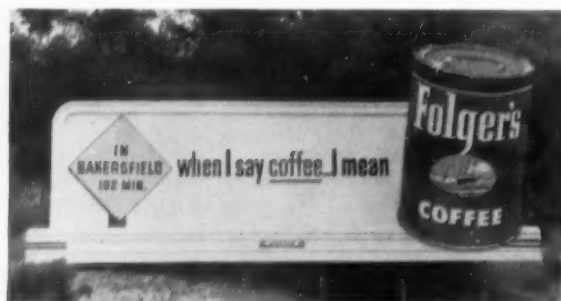
By DOUGLAS WOOD



"You've switched to coffee!"

Marketing

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Highway "mileage" bulletins

now promote Folger's Coffee

Inaugurating a radical new departure in Folger's first-time use of painted highway bulletins, a series of nearly 100 "mileage" bulletins have been installed at strategic traffic points on highways throughout California, from Mexico to Oregon.

These painted bulletins have been designed to provide powerful viewer impact, by dramatic use of full-color embellished cut-outs of the two-pound Folger Coffee tin. The bulletins command additional attention, and perform a welcome service to motorists, by giving the distance in driving-time to a location ahead.

Hand-picked for their locations over a period of many years, these bulletins are spotted on turns, curves and other strategic points, on all principal highways in California, such as Nos. 99, 101, 50, 60 and 66.

All bulletins advertise Folger's ground coffee, and all are identical in design, except for the names of the towns at locations ahead and for the time logs.

Safeway coffee brands pushed

in national in-store campaign

Safeway Stores held a national in-store promotion for two weeks recently, to build sales of its own brand, Edwards Coffee, it has been reported.

Roto-Broil rotisseries were offered as prizes in the campaign.

A "nothing-to-buy" public service contest awarded one rotisserie in each of Safeway's 22 zones. Winners were judged on the basis of comments or slogans on the subject of school safety.

Arrangements for the promotion were made by Safeway and Dwight Edwards Co. officials, and David G. Bryant, Roto-Broil Corp. of America representative for northern California.

End gondolas of Edwards coffee were set up in Safeway stores, tied in with contest posters and rotisserie displays. In some of the larger stores "live" rotisserie demonstrations were conducted during the contest.

Individual store managers arranged with local appliance retailers for rotisserie displays. In return, the name of the appliance dealer supplying the display was shown prominently on contest material.

Entry blanks were attached to posters, and the Edwards coffee plant serving each zone was specified as the mailing address for the entries. The blanks were coded to assure prize winners in each zone.

Approximately 1,000 appliance retailers were expected to tie in with the contest by furnishing rotisseries for display.

Pream expands 20-cent deal

to take in all coffee brands

The offer of 20¢ off on instant coffee with the purchase of Pream has been expanded this year to include all coffees— instant, vacuum or bag, H. C. Moores Co., Columbus, Ohio, announces.

The offer, which applies during October in the U. S. and Canada, is backed by full-page, color ads in eight national magazines, says George Sennott, Pream sales director.

Pillsbury offers 25 cent coupon

redeemable for any coffee brand

Pillsbury Mills has announced that the boxtop from its White Angel Food Cake Mix package will be redeemable toward the purchase of any brand of regular or instant coffee.

The Angel Food packages will be "flagged" on the front to call attention to the offer, while the back panel of the package will be devoted to a recipe for a "Coffee Angel Food Cake" that uses instant coffee as the flavoring ingredient.

To support this promotion, Pillsbury is running four-color advertisements in American Home and Better Homes & Gardens.

In addition, the Arthur Godfrey Show on Wednesday

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evenings will give TV support to the Coffee-Angel Food Cake promotion.

In-store material, such as shelf cards, posters and recipe tear-off pads, will be distributed to grocers.

\$14,000 model house is prize

in Gold Shield Coffee promotion

Lang & Co., Seattle, packers of Gold Shield Coffee, have launched a three-month win-a-house promotion via KING-TV and KING radio.

The promotion is similar to a win-a-house contest launched in April at Spokane via KXLY.

In the Seattle promotion, contestants have to September 24th to visit a \$14,000 model house and complete this sentence in 25 words or less: "THE KING-TV model home is the perfect home for Northwest living because . . ."

Each entry must be accompanied by the last inch of the unwinding band from a container of Gold Shield.

Entry blanks are obtained from retail food outlets in the Seattle metropolitan area.

In addition to the house as the main prize, the contest will produce five weekly awards for a total of 60 prizes of Revere-ware starter sets, as well as automatic coffee makers.

A month ahead of the contest, KING radio and television carried a teaser campaign.

During the three month campaign, KING-TV will carry a minimum of 500 one-minute and 20-second spot announcements and KING radio will carry another 500 spots.

Coffee tops all other products

in number of private label brands

Coffee tops all other products in the modern supermarket in number of private-label brands, Food Field Reporter pointed out recently.

A recent study of 218 chains showed that collectively they were offering 354 brands of regular coffee, 63 of vacuum packed, 83 of small-size soluble and 77 brands of large-size soluble, for a total of 477 private labels.

"Narrowing our figures to the leading 10 chains, we find that they distribute 67 labels of coffee broken down thus: 30 regular, 13 vacuum and 24 of large and small solubles," Food Field Reporter said.

"Chains, incidentally, are credited with doing 46% of the entire ground coffee business in the United States. Of this total, a shade more than a third represents their own brands."

The food publication added that private label solubles, produced under contract, have enabled the chains to double their sales of their own solubles in a recent 16-month period from 2.9% to 5.9%.

Free coffee for all tourists

to Louisiana is proposed

Free coffee for all tourists to Louisiana?

Why not, asks Curt Siegelin, newly appointed state director of commerce and industry.

Florida, he pointed out, gives its tourists free orange juice.

He said the free coffee could be dispensed at six tourist booths which will soon be reopened at strategic entry points to the state.

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Crops and countries

coffee news from producing areas

Mexico considers coffee a key to economic well-being, Secretary of Agriculture says

The Mexican government is ready to render all necessary aid to develop coffee cultivation because it considers that endeavor vital to national economy, Gilberto Flores Muñoz, Secretary of Agriculture, told the fourth assembly of the Union Nacional Agrícola de Cafeteros (National Agricultural Union of Coffee Growers), it is reported by Douglas Grahame, Mexico City correspondent of COFFEE & TEA INDUSTRIES.

The meeting was attended by 18 delegations from Mexico's eight coffee producing states. Secretary Flores Muñoz personally represented President Adolfo Ruiz Cortines.

Vite Sá, president of the Pan American Coffee Bureau, and Paulo Guzzo, president of the Brazilian Coffee Institute, attending as guests of honor, expressed optimism about the future of coffee. They stressed the good relations between the coffee producing countries of the Americas.

John F. McKiernan, president of the National Coffee Association, was also a guest speaker.

The meeting elected the following officers for the 1956-58 term: Juan Rebolledo Clement, president; Juan C. Luttmann, vice president; Reginaldo Falcon Castro, secretary; Modesto Zardain Villegas, secretary; Ceferino Sainz Pardo, treasurer, and Salvador Audelo Jijon, treasurer.

Rain whittles at record Mexico crop

Rains too late and too copious are expected by the National Coffee Commission to reduce Mexico's exportable coffee crop by 200,000 bags in the 1955-56 season, compared to the previous year's total, it is reported by Douglas Grahame, Mexico correspondent of COFFEE & TEA INDUSTRIES.

The new total is estimated at 1,200,000 bags, compared to 1,400,000 bags in the 1954-55 season.

A record 1,700,000-bag yield is forecast for the 1956-57 season, which begins in October.

Coffee planters of Vera Cruz State, a top coffee zone, intend to double their production by improving bushes and substituting young, vital ones for those past their prime, their state association has announced.

The association wants to expand the procedure to all Mexican coffee belts, so as to attain an annual production of 2,000,000 bags of 70 kilos each, in order to increase Mexico's exports and strengthen her dollar reserve.

The organization sees Mexico as really prosperous if she can sell an average of 1,500,000 bags of coffee yearly to the U.S. and Europe.

Determined to continue Chiapas State, Mexico, as a top coffee region, Governor Aranda Osorio has arranged to train people of the state in coffee culture at experimental stations the government has established at Garzón, Veracruz and Rosario Izapa.

Agrarians will be taught modern methods. Many of them cling to oldtime ways of planting and growing coffee.

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Represented in

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By the

AMERICAN COFFEE CORPORATION

The state's project is being supervised by Andres Villasenor, representative of the National Coffee Commission in Chiapas.

The state government is arranging to establish coffee bush nurseries in zones that have the most favorable soil and climate.

Brazil coffee growers form corporation

to export and market coffee abroad

A new organization, the Corporacao Brasileira de Cafeicultores S. A. (the Brazilian Coffee Growers Corp.) has been formed to export and market abroad the coffees of Sao Paulo and other Brazilian states.

The idea for such an organization is not new, a spokesman declared. It has become a reality now, he added, because of the initiative and sponsorship of such agricultural bodies as the Sao Paulo Coffee Growers Association and FARESP (the Farm Bureau Federation of the State of Sao Paulo).

The new marketing organization, C. B. C., will have no representatives outside of Brazil, the spokesman emphasized. The purpose is to sell directly to all importers abroad, under a policy of delivering according to full description or according to samples of regular types.

Special attention will be paid to better grading, as well as to standardization for the most important markets. Information will be supplied to planters to help them improve quality in every way.

C. B. C.'s head office has been established in Sao Paulo, and the first branch office has been opened in Santos.

India approves coffee expansion program

The government of India has sanctioned a five-year plan drawn up by the Coffee Board for developing coffee production by better cultivation of more acreage, according to a report by Khalid Askary, COFFEE & TEA INDUSTRIES correspondent.

The plan calls for increasing production by over 9,000 tons (152,400 60-kilo bags) a year. The program, which will cost about 29,500,000 rupees (approximately \$5,900,000), will be under the direction of the Coffee Board. The present average annual production is about 26,000 tons (440,300 bags).

Loans amounting to 13,500,000 rupees (approximately \$2,700,000) will be granted to coffee growers to encourage intensive cultivation over 140,000 acres. The new area to be brought under coffee cultivation is expected to be 23,700 acres.

Forty pulping units are to be established to enable small growers to produce Arabica parchment coffee. At the same time 320 demonstration plots of two acres each will be set up to educate planters in better methods and plant protection practices.

The Coffee Board's loan program will be financed in part by the Indian government.

It is estimated the production of Indian coffee will go up to about 60,000 tons by 1971 as a result of the aid to be given to growers under this plan, as well as by voluntary effort.

The aid will include monetary help, supplying approved seed, depots for fertilizers and plant protection chemicals, cooperative pulping and spraying units, and technical assistance and advice by the research department of the Board.



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Solubles

Instant Chase & Sanborn launches biggest campaign yet to introduce new 6-ounce jar

The strongest and most spectacular advertising campaign in the history of Instant Chase & Sanborn Coffee was launched in September to promote the new six ounce jar, which is being introduced to consumers with 25¢ off on each purchase.

This offer was spotlighted in ads in every important consumer and trade medium.

A merchandising kit, complete with dealer mats, flyers, posters, shelf cards and colorful "I've Got It!" campaign buttons, was available to Chase & Sanborn salesmen for their customers.

This cross-country campaign was featured in double-spread ads in *Life* and other leading magazines and in more than 600 newspapers throughout the country. It was also carried to consumers through television and radio—both national and local—and on big Railway Express truck posters in every neighborhood of the United States.

A special feature of the promotion was a contest of all Chase & Sanborn salesmen. Prior to the campaign, each of them was given an album entitled, "Here's My Life Story of the Coffee Whopper Promotion." To be filled by the salesmen with pictures of outstanding displays, "blue chip" shelf spreads and tearsheets of unusual tie-ins, the albums were to be subsequently judged, and prizes were to be awarded to winners in each of the company's 60 sales territories.

The television and radio phase of the drive was spearheaded by Tennessee Ernie Ford's TV show. Network radio shows included "Our Gal Sunday," "Backstage Wife," and "The Second Mrs. Burton," with ten Instant Chase & Sanborn spots per week on 203 stations reaching areas never before covered so intensively.

Instant coffee saluted on TV by Armstrong

The convenience of instant coffee was stressed in the opening commercial on the "Armstrong Circle Theatre" as a "Salute to the Instant Coffee Industry."

The commercial for the Armstrong Cork Co., sponsor, pointed out that "because of its freshness, instant makes a delicious cup of coffee—from the first cup to the last."

In connection with the promotion on the "Circle Theatre," a special announcement was mailed to all segments of the industry.

The twice-a-month hour dramatic television program is carried by 98 National Broadcasting Co. stations to an estimated audience of 15,000,000.

Loblaw pushes own instant coffee

Loblaw Super Markets, Buffalo, N. Y., launched its own brand of instant coffee with a full-page newspaper ad that stressed "honest-to-goodness" coffee flavor.

The chain said it "discovered the new instant coffee in the process of testing scores of instant coffee brews and blends."

Loblaw featured the new coffee at 79 cents for a four-ounce jar, advertised as a saving of as much as 24¢ over other pure instant.

C. A. MACKEY & CO.
Incorporated

IMPORTERS - COFFEE

ESTABLISHED 1914

111 WALL ST. NEW YORK

The introductory promotion was reported to have a generated steady demand in Buffalo area Loblaw stores, where special displays were set up.

**Borden offers cutlery premium
to promote "Rich Roast" instant**

Place settings of Imperial stainless steel tableware were offered as premiums with Borden's "Rich Roast" Instant Coffee.

The offer was promoted on Borden's "Queen for a Day" and "People's Choice" television programs.

The cutlery has copper-hued trim and black Monomac handles. Point-of-sale material included a "boil-proof" theme. One dollar and the inner seal from any size of Borden's "Rich Roast" brought the consumer a knife, fork and teaspoon, or four teaspoons, or three soup spoons.

A complete 24-piece service for six was available for five "Rich Roast" seals and \$7.50.

**European coffee man debunks Dutch claim
that synthetic is as good as real coffee**

An European coffee man has reportedly described as "humbug" the claim that synthetic coffee now being manufactured in Holland tasted as good as the real thing. (See: "Synthetic coffee to sell at 40¢," Page 69, September, 1956, COFFEE & TEA INDUSTRIES, formerly The Spice Mill).

The coffee man added that the "beans" smelled exactly like pressed chicory and not like coffee.

In a letter addressed to Merrill Lynch, Pierce, Fenner & Beane, the European explained that the coffee trade had naturally been curious regarding the product, but had received no replies to inquiries made of the manufacturer. A sample of the product was finally obtained, however, and the scepticism of the trade confirmed.

The conclusion reached was that the product is no threat of consequence to the coffee industry.

Report tests on a "white" coffee

A "white" coffee is being tested in Brussels, according to a report from that city in the News Letter of the National Coffee Association.

The coffee reportedly is brewed exactly the same as regular coffee and tastes the same, but the coloring of the beverage is "milky."

It is produced by a process of discoloration. The inventor claims that auto-suggestion on the part of consumers produces insomnia, and that drinking his "milky" coffee helps impede fears and anticipation that sleep will be lost.

**Proctor & Gamble now in coffee;
buys Duncan Hines food business**

Proctor & Gamble, Cincinnati, giant soap company, is now in the coffee business.

Coffee became one of its interests when it bought Hines Park Foods, Inc., and the Duncan Hines Institute, Ithaca, N. Y.

The two Ithaca companies are not manufacturers. They license companies to make products under the Duncan Hines name. Coffee has been one of the products.

Proctor & Gamble made the purchase primarily to acquire the Duncan Hines cake mix operations.

OCTOBER, 1956

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On the menu

Developments among public feeding outlets

Restaurant coffee sales up 12%; see more people drinking more cups

Restaurants are selling 12% more coffee this year than in 1955, the Pan-American Coffee Bureau has announced.

This increase, which is most noticeable at lunch when 14% more cups are consumed, is attributable to two factors, PACB reports. More customers are visiting restaurants and ordering coffee and more customers are having second and third cups. Restaurant coffee sales as a whole, however, are still not up to the peak rate of 1954.

These figures come from a survey of coffee drinking in the United States made by The Psychological Corp. of America for PACB. It is the sixth in a series which began in 1950.

The survey also found that coffee consumption outside the home is increasing, an important factor being the continued growth of the coffeebreak. Forty-two per cent of all coffee consumed away from home was drunk on the premises at work, as compared with 46% in restaurants and 12% in small eating places.

Catering to the coffeebreak is also playing a significant part in boosting food sales by restaurants, the survey revealed. Nearly three quarters of all persons who were served coffee at their place of work were offered food as well. Cakes, cookies, doughnuts and pastry were the usual fare, but in many places sandwiches, rolls and bread also were available, according to PACB.

The average cost of a cup of coffee in a restaurant is slightly less in 1956 than in 1955, PACB reported. The survey showed that ten cents a cup is the price in 73% of eating places. Four per cent charge six to nine cents, and

16% charge five cents or less. Only 1% charge 11 to 14 cents, 3% 15 cents, and 3% more than 15 cents a cup.

Age, however, is a definite influence on consumption rates. The findings revealed that by the time young people reach 16 or thereabouts, half of them drink coffee mostly at breakfast. The highest percentage of coffee drinkers is in the 30-49 age group. On the other hand, two age brackets showed declines in coffee consumption this year. The 25-29 group had an 8 per cent decrease and the 70-and-over, 7 per cent.

The coffeebreak, a well-established institution among workers, is assuming increasing importance among housewives, according to the study. Fifteen per cent of all coffee consumed by the homemaker was drunk at mid-morning and mid-afternoon. In the industrial field, 73 per cent or 41,000,000 workers are now permitted coffeebreaks during working hours. Coffee consumed at these breaks accounts for almost eight billion cups, or 7.4 per cent of all coffee drunk in the United States.

Other interesting information uncovered in this year's study, showed seven out of ten Americans took milk or cream in their coffee, and more than half used sugar.

New line of automatic portable electric coffee urns introduced by Tricolorator

A complete new line of fully automatic portable electric coffee urns is being introduced by the Tricolorator Manufacturing Co., Newark, N. J.

When water and ground coffee are in the unit, a switch is flipped. A Redi-lite glows when the coffee is ready to serve. The coffee is kept at proper serving temperature automatically by a Thermo-guard low heat element.

The new Party-Perk model brews as much as 30 cups or as little as 12.

Other models available, up to 120 cup size, are ideal for clubs, churches, schools, motels, luncheonettes, etc., Tricolorator said.

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May I express, on behalf of The Salvation Army, sincere appreciation for the contribution of Mr. William Black, which was secured through your personal interest. A letter of appreciation and a formal receipt have been sent to Mr. Black.

We are indeed grateful for your consideration of The Salvation Army and your thoughtfulness in designating us as the recipient of this contribution.

It is most encouraging to know that you have such confidence in The Salvation Army to meet the needs of the less fortunate.

We are most grateful for your practical interest and support.

May God bless you!

Norman S. Marshall, Commissioner

The Salvation Army

Growing Latin American trade vital to U. S. economy, Evans tells AGMR

An expanding foreign trade, with Latin America as the most likely potential market, is imperative if the United States is to maintain its healthy economy, J. K. Evans, consultant to the Pan-American Coffee Bureau, told the Association of Grocery Manufacturers Representatives convention in Cleveland.

"Having become the greatest industrial nation in the world, our productive capacity far exceeds our ability to consume what we produce. That is where a thriving export trade steps in and helps us maintain full production, full employment and a high level of spendable income," he said.

"Notwithstanding exchange deficiencies, the 20 Latin American republics already account for close to 25% of total United States exports, about the equivalent of what is sold to Europe," Mr. Evans said.

McKenna, St. Louis coffee man,

dead of heart attack at 76

Fred J. McKenna, 76, who was in the coffee business in St. Louis for 58 years, died recently of a heart attack at his home in Brentwood.

Mr. McKenna had been associated with the McKenna Company, Inc., a St. Louis coffee brokerage firm, for the past seven years. Prior to that, he was sales manager of a New York importing company.

Surviving are four sons, six daughters and two sisters.

F. S. Crocker dead in Brazil at 67

Frederic Speer Crocker, retired managing-director of Moore-McCormack (Navegacao) Brazil, died suddenly in Rio de Janeiro recently.

Mr. Crocker who was 67, had been in poor health for the past several months.

He is survived by his wife, Mrs. Margaret Ruth Crocker; a son, Charles A. Crocker, traffic manager in the Buenos Aires office of Moore-McCormack; and two daughters, Charity and Elizabeth.

OCTOBER, 1956

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Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Ahl Trans Car—Ahlmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Arg-State—Argentine State Line
 Am-W Afr—American West African Line
 Barb-Fern—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Barb-W'n—Barber Wilhelmien Line
 Brodin—Brodin Line
 Cunard—Brocklebank's Cunard Service
 Delta—Delta Line
 Dodero—Dodero Lines
 Dreyfus—Dreyfus Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Granco—Transportadora Gran Colombiana, Ltda.
 Gulf—Gulf & South America Steamship Co., Inc.
 Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines

Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java-Pacific Line
 Lamp-Ho—Lampori & Holt Line, Ltd.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mamenic Line
 Mormac—Moore-McCormack Lines, Inc.
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 PAB—Pacific Argentine Brazil Line
 PacFar—Pacific Far East Line, Inc.
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 Prince—Prince Line, Ltd.
 PTL—Pacific Transport Lines, Inc.
 R Neith—Royal Nederland Steamship Co.
 Robin—Robin Line
 Royal Inter—Royal Inter-ocean Lines
 SCross—Southern Cross Line
 Sprague—Sprague Steamship Line
 Stockard—Stockard Line
 Sued-Am—Swedish American Line
 Torm—Torm Lines
 U'Fruit—United Fruit Co.
 Wey-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chin—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gf—Gulf ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 Ml—Montreal
 Mo—Mobile
 NO—New Orleans
 NY—New York
 Nf—Norfolk
 NN—Newport News
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver
 Wi—Wilmington

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ABIDJAN			
10/16	Del Oro	Delta	N011/2
10/25	Del Rio	Delta	N011/25
11/14	Del Monte	Delta	N012/12
12/3	Del Sol	Delta	N012/31

ACAJUTLA			
10/19	Choluteca	UFruit	C ² 10/26 NY11/3
10/24	La Playa	UFruit	C ² 10/28 N011/2

AMAPALA			
10/18	Choluteca	UFruit	C ² 10/26 NY11/3
10/23	La Playa	UFruit	C ² 10/28 N011/2

BARRANQUILLA			
10/13	Santa Anita	Grace	LA11/3 SF11/5 Sell/11
10/15	Kirsten Torm	UFruit	NY10/21
10/16	Santa Ana	Grace	NY10/24 Pa10/27
10/19	Teide	UFruit	N010/31
10/23	Santa Teresa	Grace	NY10/31 Ba11/3
11/2	Marna	UFruit	N011/14
11/3	Catherine Sartori	UFruit	NY11/10
11/17	Lovland	UFruit	NY11/24

BARRIOS			
10/10	Catherine Sartori	UFruit	NY10/16
10/12	Leon	UFruit	N010/16
10/16	Cubahama	UFruit	Ho10/20
10/19	Lempa	UFruit	N010/23
10/22	Lovland	UFruit	NY10/28
10/26	Leon	UFruit	10/30
10/27	Cubahama	UFruit	Ho10/31
10/29	Candida	UFruit	NY11/4

SAILS	SHIP	LINE	DUE
11/2	Lempa	UFruit	N011/6
11/3	Copan	UFruit	NY11/10
11/7	Cubahama	UFruit	Ho11/11
11/9	Leon	UFruit	N011/13
11/13	Kirsten Torm	UFruit	NY11/20
11/16	Lempa	UFruit	N011/20
11/17	Elsie Nielsen	UFruit	NY11/24
11/27	Candida	UFruit	NY12/4

BUENAVENTURA			
10/11	Santa Elisa	Grace	NY10/18 Pa10/22 Ba10/26
10/12	Santa Flavia	Grace	LA10/20 SF10/23 Se10/29
10/14	Gulf Banker	Gulf	Ho10/26 N010/30
10/20	Santa Anita	Grace	LA11/3 SF11/5 Sell/11
10/22	Santa Cecilia	Grace	NY10/29
10/26	Gulf Farmer	Gulf	Ho11/7 N011/11
10/27	Santa Eliana	Grace	LA11/5 SF11/7 Sell/12
10/29	Santa Maria	Grace	NY11/5

CARTAGENA			
10/13	Santa Rosa	Grace	NY10/17
10/19	Cubahama	UFruit	N010/31
10/20	Santa Paula	Grace	NY10/24
10/27	Santa Rosa	Grace	NY10/31
11/2	Marna	UFruit	N011/14

CRISTOBAL			
10/15	Marna	UFruit	N010/22
10/26	Teide	UFruit	N010/31
10/27	Choluteca	UFruit	NY11/3
11/9	Marna	UFruit	N011/14

DAR es SALAAM			
10/17	Lombok	Nedlloyd	NY11/23 Ba11/25 LA12/11 SF12/14 Po12/18 Se12/21 Val2/23

SAILS	SHIP	LINE	DUE
10/19	Afr Crescent	Farrell	NY11/4
10/22	Wm Lykes	Lykes	Gulf12/2
10/26	Leopold	Dreyfus	NY11/30 N012/10
11/6	Roebiah	Nedlloyd	NY12/10 LA12/28 SF1/2 Po1/6 Se1/10 Val1/12
11/23	Afr Moon	Farrell	NY12/19
11/23	Mayo Lykes	Lykes	Gulf12/28
12/12	Lawak	Nedlloyd	NY1/21 LA2/6 SF2/9 Po2/13 Se2/17 Va2/19
12/18	Francois	Dreyfus	NY1/19 N01/28

LA GUAIRA

10/11	Santa Rosa	Grace	NY10/17
10/13	Santa Ana	Grace	Chsn10/22 NY10/24
10/18	Santa Paula	Grace	NY10/24
10/20	Santa Teresa	Grace	Chsn10/22 NY10/24
10/25	Santa Rosa	Grace	NY10/31
10/27	Santa Catalina	Grace	Chsn11/5 NY11/17
11/1	Santa Paula	Grace	NY11/7
11/3	Santa Ana	Grace	Chsn11/12 NY11/14
11/8	Santa Rosa	Grace	NY11/14

LA LIBERTAD

10/18	Choluteca	UFruit	Cr10/26 NY11/3
10/23	La Playa	UFruit	Cr10/28 N011/2

LA UNION

10/17	Choluteca	UFruit	Cr10/26 NY11/3
10/21	La Playa	UFruit	Cr10/28 N011/2

LIMON

10/12	Kirsten Torm	UFruit	NY10/21
10/13	Marna	UFruit	N010/22
10/17	Lovland	UFruit	NY10/28
10/23	Telde	UFruit	N010/31
10/24	Candida	UFruit	NY11/4
10/31	Catherine Sartori	UFruit	NY11/10
11/6	Marna	UFruit	N011/14
11/8	Kirsten Torm	UFruit	NY11/20
11/14	Lovland	UFruit	NY11/24
11/22	Candida	UFruit	NY12/4

SAILS	SHIP	LINE	DUE
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LOBITO

10/10	Afr Pilot	Farrell	NY10/31
10/10	Afr Pilgrim	Farrell	NY11/9
11/7	Afr Patriot	Farrell	NY12/6
11/9	Afr Dawn	Farrell	NY12/1

LUANDA

10/30	Del Rio	Delta	N011/25
11/4	Afr Patriot	Farrell	NY12/6
11/6	Afr Dawn	Farrell	NY12/1
11/10	Del Monte	Delta	N012/12
12/6	Del Sol	Delta	N012/31

MARACAIBO

10/14	Santa Clara	Grace	Ba10/22 Pa10/23 NY10/24
10/21	Santa Monica	Grace	Ba10/29 NY10/30
10/28	Santa Sofia	Grace	Pa11/5 NY11/6
11/4	Santa Clara	Grace	Ba11/12 NY11/13

MATADI

10/25	Del Rio	Delta	N011/25
11/1	Afr Patriot	Farrell	NY12/6
11/3	Afr Dawn	Farrell	NY12/1
11/14	Del Monte	Delta	N012/12
12/3	Del Sol	Delta	N012/31

MOMBASA

10/26	Lombok	Nedlloyd	NY11/23 Ba11/25 LA12/11 SF12/14 Po12/18 Se12/21 Val2/23
11/1	Leopold	Dreyfus	NY11/30 N012/10
11/2	Wm. Lykes	Lykes	Gulf12/2
11/12	Roebiah	Nedlloyd	NY12/10 LA12/28 SF1/2 Po1/6 Se1/10 Val1/12
11/13	Afr Moon	Farrell	NY12/19
11/30	Mayo Lykes	Lykes	Gulf12/28
12/22	Francois	Dreyfus	NY1/19 N01/28
12/24	Lawak	Nedlloyd	NY1/21 LA2/6 SF2/9 Po2/13 Se2/17 Va2/19

LOUIS DREYFUS LINES



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**OUTward
DI. 4-4210**

**INward
WH. 3-8330**

SAILS SHIP LINE DUE

PARANAGUA

10/10 Mormacgulf	Mormac	LA11/6 SF11/9 Vall/14 Sell/17 Poll/20
10/14 Trader	PAB	LA11/10 SF11/12 Vall/18 Sell/20 Poll/24
10/14 Mormacfir	Mormac	NY11/3 Boll/6 Pall/8 Ball/10
10/16 Appingedyk	Hol-Int	NY11/3 Boll/6 Pall/9 Ball/10 HR11/11
10/16 Nyland	Brodin	Ball/2 NY11/4 Boll/8 Pall/10
10/18 Holberg	Nopal	N011/9 Holl/13
10/20 Mormacswan	Mormac	Jx11/10 Ball/13 Pall/15 NY11/16 Boll/19 M11/23
10/20 Del Santos	Delta	N011/9 Holl/14
10/21 America	Lloyd	Holl/15
10/22 Argentina	Lloyd	NY11/12
10/26 Itajai	Brodin	Ball/15 NY11/17 Boll/21 Pall/23
10/26 Mormacsea	Mormac	NY11/16 Boll/19 Pall/21 Ball/23 N11/24
10/28 Mormacdawn	Mormac	LA11/24 SF11/27 Val2/2 Sel2/5 Pol2/8
10/29 Del Campo	Delta	N011/18 Holl/23
11/2 Montevideo	Stockard	NY11/20 Boll/22 Ball/24 Pall/26
11/6 Branco	Nopal	N011/25 Holl/29
11/6 Alpherat	Hol-Int	NY11/25 Boll/27 Pall/29 Ball/30 HR12/1
11/7 Cuba	Lloyd	NY11/28
11/12 Del Viento	Delta	N012/2 Holl/7
11/19 Mormacmar	Mormac	LA12/16 SF12/19 Val2/24 Sel2/27 Pol2/30
11/21 Canada	Lloyd	Holl/15
11/22 Panama	Lloyd	NY12/13
11/26 Del Valle	Delta	N012/16 Holl/22
12/8 Del Aires	Delta	N012/28 Holl/2

PUNTARENUS

10/13 Choloteca	UFruit	Cr10/26 NY11/3
10/15 La Playa	UFruit	Cr10/28 N011/2

RIO de JANEIRO

10/11 Del Mundo	Delta	N012/28 Holl/2
10/13 Mormacstar	Mormac	NY10/26 Boll/29 Pal0/31 Ball/1 N11/2
10/13 Peru	Lloyd	NY10/28
10/17 Argentina	Mormac	NY10/29
10/18 Del Sud	Delta	N011/1
10/19 Trader	PAB	LA11/10 SF11/12 Vall/18 Sell/20 Poll/24
10/20 Nyland	Brodin	Ball/2 NY11/4 Boll/8 Pall/10
10/20 Appingedyk	Hol-Int	NY11/3 Boll/6 Pall/9 Ball/10 HR11/11
10/21 Mormacdawn	Mormac	LA11/24 SF11/27 Val2/2 Sel2/5 Pol2/8
10/22 Holberg	Nopal	N011/9 Holl/13
10/23 Del Santos	Delta	N011/9 Holl/14
10/26 Mormacswan	Mormac	Jx11/10 Ball/13 Pall/15 NY11/16 Boll/19 M11/23
10/26 America	Lloyd	Holl/15
10/28 Argentina	Lloyd	NY11/12
10/31 Itajai	Brodin	Ball/15 NY11/17 Boll/21 Pall/23
11/1 Mormacsea	Mormac	NY11/16 Boll/19 Pall/21 Ball/23 N11/24
11/1 Del Campo	Delta	N011/18 Holl/23
11/2 Bow Hill	IFC	NY11/18 Pall/20 Ball/23 Boll/26 M12/1
11/5 Montevideo	Stockard	NY11/20 Boll/22 Ball/24 Pall/26
11/7 Brazil	Mormac	NY11/19
11/8 Del Mar	Delta	N011/22
11/9 Alpherat	Hol-nt	NY11/25 Boll/27 Pall/29 Ball/30 HR12/1
11/10 Branco	Nopal	N011/25 Holl/29
11/12 Mormacmar	Mormac	LA2/16 SF12/19 Val2/24 Sel2/27 Pol2/30
11/13 Cuba	Lloyd	NY11/28
11/22 Del Norte	Delta	N012/6
11/26 Canada	Lloyd	Holl/15
11/28 Panama	Lloyd	NY12/13
11/29 Del Valle	Delta	N012/16 Holl/22
12/6 Del Sud	Delta	N012/20
12/11 Del Aires	Delta	N012/28 Holl/2

SANTOS

10/10 Del Mundo	Delta	N012/28 Holl/2
10/12 Peru	Lloyd	NY10/28
10/12 Mormacstar	Mormac	NY10/26 Boll/29 Pal0/31 Ball/1 N11/2
10/15 Argentina	Mormac	NY10/29
10/17 Del Sud	Delta	N011/1
10/17 Trader	PAB	LA11/10 SF11/12 Vall/18 Sell/20 Poll/24
10/18 Nyland	Brodin	Ball/2 NY11/4 Boll/8 Pall/10
10/19 Appingedyk	Hol-Int	NY11/3 Boll/6 Pall/9 Ball/10 HR11/11
10/19 Mormacfir	Mormac	NY11/3 Boll/6 Pall/8 Ball/10
10/20 Holberg	Nopal	N011/9 Holl/13
10/22 Del Santos	Delta	N011/9 Holl/14
10/24 Mormacswan	Mormac	Jx11/10 Ball/13 Pall/15 NY11/16 Boll/19 M11/23
10/25 America	Lloyd	Holl/15
10/26 Mormacdawn	Mormac	LA11/24 SF11/27 Val2/2 Sel2/5 Pol2/8
10/27 Argentina	Lloyd	NY12/12

OCTOBER, 1956



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Flying high over the decks of trim, modern *Santa* ships, the Grace Line flag is a symbol of service especially familiar in Latin American coffee ports. To exporters and importers alike, it is a reminder that Grace ships have been moving green coffee over vital inter-American trade routes for more than a century.

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Agents and Offices in All Principal Cities

SAILS	SHIP	LINE	DUE
10/29	Itajai	Brodin	Boll/15 NY11/17 Boll/21 Pall/23
10/31	Mormacia	Mormac	NY11/16 Boll/19 Pall/21 Boll/23 Nf11/24
10/31	Del Campo	Delta	N011/18 Boll/23
11/4	Bow Hill	IFC	NY11/18 Pall/20 Boll/23 Boll/26 M112/1
11/4	Montevideo	Stockard	NY11/20 Boll/22 Boll/24 Pall/26
11/5	Brazil	Mormac	NY11/19
11/7	Del Mar	Delta	N011/22
11/8	Dranco	Nogai	N011/25 Holl/29
11/9	Alpheral	Hoi-int	NY11/25 Boll/27 Pall/29 Boll/30 H112/1
11/12	Cuba	Lloyd	NY11/28
11/14	Del Viento	Delta	N012/2 Holl/27
11/17	Mormacmar	Mormac	LA12/16 SF12/19 Va12/24 Se12/27 Poll/30
11/21	Del Norte	Delta	N012/6
11/25	Canada	Lloyd	Holl/15
11/27	Panama	Lloyd	NY12/13
11/28	Del Valle	Delta	N012/16 Holl/22
12/5	Del Sud	Delta	N012/20
12/10	Del Aires	Delta	N012/28 Holl/2

TAMATAVE

10/12	Gerard	Dreyfus	NY11/17 N011/24
11/9	Robert	Dreyfus	NY11/30 N012/10
12/9	Francois	Dreyfus	NY1/19 N01/29

TANGA

10/14	Afr Crescent	Farrell	NY11/4
10/26	Iombok	Nedlloyd	NY11/23 Boll/25 LA12/11 SF12/14 Pol2/18 Se12/21 Val2/23
10/27	Leopold	Dreyfus	NY11/30 N012/10
11/9	Ruebiah	Nedlloyd	NY12/10 LA12/28 SF1/2 Pol/6 Sel/10 Val/12
11/18	Afr Moon	Farrell	NY12/19
12/19	Francois	Dreyfus	NY1/19 N01/28
12/21	Lawak	Nedlloyd	NY1/21 LA2/6 SF2/9 Po2/13 Se2/17 Va2/17

VERA CRUZ

10/10	Rydboholm	Swed-Am	M110/26
10/24	Tunaholm	Swed-Am	M111/9
11/7	Vretaholm	Swed-Am	M111/23
11/21	Rydboholm	Swed-Am	M112/7

SAILS	SHIP	LINE	DUE
VICTORIA			
10/13	Del Mundo	Delta	N010/28 Holl/2
10/25	Del Santos	Delta	N011/9 Holl/14
10/27	America	Lloyd	N011/10 Holl/15
11/3	Del Campo	Delta	N011/18 Holl/23
11/17	Del Viento	Delta	N012/2 Holl/7
11/27	Canada	Lloyd	Holl/15
12/1	Del Valle	Delta	N012/16 Holl/22
12/13	Del Aires	Delta	N012/28 Holl/2

TEA BERTHS

CALCUTTA

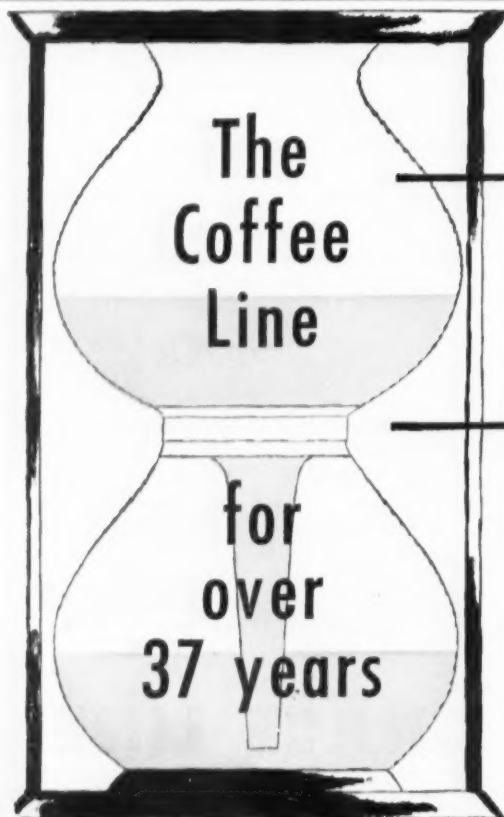
10/10	Steel Chemist	Isthmian	N011/15
10/15	Bawean	JavPac	SF11/17 LA11/22 Pol2/1 Se12/5 Val2/9
10/22	City Coventry	Norton	Boll/12 NY11/14 Pall/16 Nf11/18 Boll/20
10/23	Explorer	Am-Exp	Boll/27 NY11/29
11/10	Andrew Jackson	Isthmian	N012/19
11/10	Exchange	Am-Exp	Boll/15 NY11/16
11/22	Exhibitor	Am-Exp	Boll/27 NY11/28

COCHIN

10/16	Steel Traveler	Isthmian	Boll/8 NY11/9
10/18	Eschequer	Am-Exp	Boll/14 NY11/15
10/27	Steel Navigator	Isthmian	Boll/21 NY11/22
10/30	Explorer	Am-Exp	Boll/27 NY11/29
11/16	Steel Vendor	Isthmian	Boll/29 NY12/10
11/20	Exchange	Am-Exp	Boll/15 NY11/16
11/27	Steel Executive	Isthmian	Boll/21 NY12/22
11/29	Exhibitor	Am-Exp	Boll/27 NY11/28

COLOMBO

10/14	Steel Traveler	Isthmian	Boll/8 NY11/9
10/14	Matra	Cunard	Boll/13 NY11/15 Pall/18 Nf11/20 Boll/22
10/14	Western Prince	Cunard	Sall/17 N011/22 Holl/25 Gall/26



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Rua 15 de Novembro 176-178

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Union Maritime et Commerciale

Sociedade Lusco-Americana, Ltda

MATADI
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10/15 Exchequer	Am-Exp	Bo11/14 NY11/15
10/15 Steel Chemist	Isthmian	N011/15
10/19 Anna	Maersk	NY11/19 Ha12/3
10/22 Nias	JavPac	LA12/3 SF12/8 Po12/13 Se12/16 Va12/19
10/25 Steel Navigator	Isthmian	Bo11/21 NY11/22
10/28 Explorer	Am-Exp	Bo11/27 NY11/29
10/29 Hoegh Cape	Kerr	Bo12/3 NY12/4 Ba12/7
11/5 Hulda	Maersk	NY12/6 Ha12/20
11/14 Steel Vendor	Isthmian	Bo12/9 NY12/10
11/15 Exchange	Am-Exp	Bo12/15 NY12/16
11/16 Andrew Jackson	Isthmian	N012/19
11/20 Laura	Maersk	NY12/24 Ha1/7
11/25 Steel Executive	Isthmian	Bo12/21 NY12/22
11/27 Exhibitor	Am-Exp	Bo12/27 NY12/28
12/5 Lars	Maersk	NY1/5 Ha1/17
12/19 Olga	Maersk	NY1/19 Ha2/2
1/5 Eidenger	Maersk	NY2/6 Ha2/18

DJAKARTA

10/16 Steel Vendor	Isthmian	Bo12/9 NY12/10
10/18 Hulda	Maersk	NY12/6 Ha12/20
10/28 Steel Executive	Isthmian	Bo12/21 NY12/22
11/18 Lars	Maersk	NY1/5 Ha1/17
12/16 Eidanger	Maersk	NY2/6 Ha2/18

DJIBOUTI

10/13 Hoegh Trader	Kerr	Bo11/4 NY11/5 Ba11/8
10/21 Maatra	Cunard	Bo11/13 NY11/15 Pa11/18 Nf11/20 Ba11/22
10/21 Steel Traveler	Isthmian	Bo11/8 NY11/9
10/24 Exchequer	Am-Exp	Bo11/14 NY11/15
11/1 Lombok	Nedlloyd	NY11/23 Ba11/25 LA12/11 SF12/14 Pa12/18 Se12/21 Va12/23
11/2 Steel Navigator	Isthmian	Bo11/21 NY11/22
11/12 Hoegh Cape	Kerr	Bo12/3 NY12/4 Ba12/7
11/17 Roebiah	Nedlloyd	NY12/10 LA12/28 SF1/2 Po1/6 Se1/10 Va1/12
11/21 Steel Vendor	Isthmian	Bo2/9 NY12/10
11/26 Exchange	Am-Exp	Bo12/15 NY12/16
12/2 Steel Executive	Isthmian	Bo12/21 NY12/22
1/21 Lawak	Nedlloyd	NY1/21 LA2/6 SF2/9 Po2/13 Se2/17 Va2/19

HONG KONG

10/18 Maren	Maersk	SF11/10 LA11/13 NY11/27
10/20 Chira Trans	PacTrans	SF11/7 LA11/10
10/23 Buchanan	Am-Pres	LA11/8 NY11/24 Ba11/28 Bo12/2
11/2 Phil Trans	PacTrans	SF11/20 LA11/23
11/3 Rita	Maersk	SF11/25 LA11/28 NY12/13
11/5 Fernmoor	Barb-Wn	SF11/27 LA11/29 NY12/15
11/18 Effie	Maersk	SF12/10 LA12/13 NY12/27
11/20 Troubadour	Barb-Wn	SF12/12 LA12/14 NY12/30
11/22 Tyler	Am-Pres	LA12/8 NY12/24 Ba12/29 Bo1/2
12/3 Chastine	Maersk	SF12/15 LA12/28 NY1/12
12/5 Fernbank	Barb-Wn	SF12/27 LA12/29 NY1/14
12/18 Nicoline	Maersk	SF1/11 LA1/14 NY1/29
12/22 Fillmore	Am-Pres	LA1/8 NY1/24 Ba1/28 Bo2/1
1/3 Johannes	Maersk	SF1/25 LA1/28 NY2/11
1/22 Arthur	Am-Pres	LA2/8 NY2/24 Ba2/28 Bo3/4
2/19 Buchanan	Am-Pres	LA3/8 NY3/24 Ba3/30 Bo4/3

KOBE

10/11 Cleveland	Am-Pres	SF10/25
10/12 Pioneer Mist	Pioneer	NY11/8
10/24 China Trans	PacTrans	SF11/7 LA11/10
10/25 Tancred	Barb-Wn	SF11/11 LA11/13 NY11/29
10/25 Maren	Maersk	SF11/11 LA11/13 NY11/27
11/5 Wilson	Am-Pres	SF11/19
11/6 Phil Trans	PacTrans	SF11/20 LA11/23
11/9 Rita	Maersk	SF11/25 LA11/28 NY12/13
11/10 Fernmoor	Barb-Wn	SF11/27 LA11/29 NY12/15
11/24 Cleveland	Am-Pres	SF12/8 LA12/16
11/24 Effie	Maersk	SF12/10 LA12/13 NY12/27
11/25 Troubadour	Barb-Wn	SF12/12 LA12/14 NY12/30
12/9 Chastine	Maersk	SF12/25 LA12/28 NY1/12
12/10 Fernbank	Barb-Wn	SF12/27 LA12/29 NY1/14
12/19 Wilson	Am-Pres	SF1/2 LA1/7
12/25 Nicoline	Maersk	SF1/11 LA1/14 NY1/29
1/9 Johannes	Maersk	SF1/25 LA1/28 NY2/11

SHIMIZU

10/11 Susan	Maersk	SF10/25 LA10/28 NY11/11
10/14 Pioneer Mist	Pioneer	NY11/8
10/27 Maren	Maersk	SF11/10 LA11/13 NY11/27

OCTOBER, 1956

WHERE YOU WANT IT... WHEN YOU WANT IT...

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, RIO TUNUYAN, RIO JACHAL operate swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

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5 BROADWAY NEW YORK 4, N. Y.
Offices in Principal Cities of the World

SAILS	SHIP	LINE	DUE
10/28	Tancred	Barb-Wn	SF11/11 LA11/13 NY11/29
11/11	Rita	Maersk	SF11/25 LA11/28 NY12/13
11/13	Fernmoor	Barb-Wn	SF11/27 LA11/29 NY12/15
11/26	Effie	Maersk	SF12/10 LA12/13 NY12/27
11/28	Troubadour	Barb-Wn	SF12/12 LA12/14 NY12/30
12/11	Chastline	Maersk	SF12/15 LA12/28 NY1/12
12/13	Fernbank	Barb-Wn	SF12/27 LA12/29 NY1/14
12/27	Nicoline	Maersk	SF1/11 LA1/14 NY1/29
1/11	Johannes	Maersk	SF1/25 LA1/28 NY2/11

YOKOHAMA

10/13	Cleeveand	Am-Pres	SF10/25
10/15	Susan	Maersk	SF10/25 LA10/28 NY11/11
10/16	Pioneer Mist	Pioneer	NY11/8
10/27	China Trans	PacTrans	SF11/7 LA11/10
10/30	Tancred	Barb-Wn	SF11/11 LA11/13 NY11/29
10/31	Maren	Maersk	SF11/10 LA11/13 NY11/27
11/7	Wilson	Am-Pres	SF11/19
11/9	Phil Trans	PacTrans	SF11/20 LA11/23
11/15	Rita	Maersk	SF11/25 LA11/28 NY12/13
11/15	Fernmoor	Barb-Wn	SF11/27 LA11/29 NY12/15
11/26	Cleveland	Am-Pres	SF12/8 LA12/16
11/30	Effie	Maersk	SF12/10 LA12/13 NY12/27
11/30	Troubadour	Barb-Wn	SF12/12 LA12/14 NY12/30
12/15	Chastline	Maersk	SF12/25 LA12/28 NY1/12
12/15	Fernbank	Barb-Wn	SF12/27 LA12/29 NY1/14
12/21	Wilson	Am-Pres	SF1/2 LA1/7
12/31	Nicoline	Maersk	SF1/11 LA1/14 NY1/29
1/15	Johannes	Maersk	SF1/25 LA1/28 NY2/11

*Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

no ulcers from coffee

Continued from page 13)

and foremen. A low incidence was found among agricultural workers and perhaps among sedentary workers. Are the latter groups less inclined to coffee-drinking? Surely not.

Don't worry so much!

It may be that anxiety is a leading cause of ulcers. In contrast to worry over work were home worries not found to be associated with peptic ulcers. This means: You may get an ulcer if you worry whether you can finish your week's work in time—but you may not be liable to get an ulcer if you worry whether your youngster makes the grade in high school.

Worrying is characteristic for people with ulcers. They worry what they will do the next day at the office. They worry whether they have done the right thing, said the right thing to the boss, to the employee, to the customer. Those people don't "let go" when they feel hurt, they worry secretly, by day and by night. They are over-conscientious and take things too seriously, both women and men.

Don't worry so much—not over your ulcer, either. The death rate from peptic ulcer has declined in recent years, a decrease of 30% below the peak rate recorded in 1935, according to the Metropolitan Life Insurance Co.

There are always people who can stand the hurried rush of modern business life without punishment. To the majority, it means physical harm and nervous trouble. In particular, eating under conditions of strain is harmful to the whole system. If you have rushed into the next coffee shop or a cafeteria between buses and gulped down whatever is served to you, cold or piping-hot—or if long distances from work limit the home meal to a few minutes, there is no doubt that chewing, digesting and utilizing the food is done to an insufficient extent.

A quiet meal, a coffee-break of 20 minutes or half an

hour, avoids such wrong methods of eating and chewing. There is no use in preparing expertly well-balanced meals or an excellent cup of coffee if they are swallowed in hurry and restlessly. And if women are acquiring physical troubles today which formerly were reserved for men only—and they actually do—this change has nothing to do with a leisurely cup of coffee. On the contrary, it is related to the rush and hurry in the life and work of modern businesswomen.

"starting up" the instant plant

Continued from page 18)

The final day arrived. We were going to commence manufacture. The Directors held their meeting and a luncheon was served in the directors room. C. DeWitt Dyckman and I were invited to attend. Everyone was keyed up and, truthfully, so was I.

I caught the first sample. This was what I had worked so hard to produce. This was the result of some 30 years of soluble coffee research. This two-ounce jar held much more than just two ounces of soluble coffee. It also held my reputation for knowing how to manufacture soluble coffee. I took the jar to the laboratory, where Mr. Dyckman and I tested it "blind" with every other soluble coffee obtainable in the Philippines. Some were from Switzerland and others were from the United States.

After the blind tests, we looked at the marks on the bottom of the cups. Every coffee man does this to make sure he is not prejudiced. The coffee having the greatest amount of real roasted aroma and the best flavor was Cafe Puro, our own brand.

Everyone was pleased with the excellent flavor. The sales department was jubilant. They had waited so long for this day to come. Above all, Mr. Dyckman was pleased for the entire program had been on his shoulders. I was glad for him.

Sales have progressed so rapidly in the year since then that plans are under way for increasing the capacity of the plant. Soluble coffee sales in a country where the minimum wage is 25¢ per hour and the income is low have exceeded the planned capacity within one year. More than 20,000 pounds of soluble coffee per month are being sold.

Superior's over-the-counter sales

Continued from page 15)

with commendations from restaurant owners and hotel managers who were quick to seize upon the promotion and further exploit the advantages of handling Superior "Custom Blend" to the point of sale. The salesmen, realizing that the show was designed to decrease the difficulties of their job, fell in wholeheartedly with these promotional efforts and felt they received a gratifying "shot in the arm." Interestingly enough, the company answered hundreds of calls from interested prospective purchasers who desired to know where and how to obtain the coffee.

It would go without saying that all these promotions resulted in newspaper and magazine coverage. In addition to the various "newsmaking" items placed in print media, a number of features appeared in leading Midwestern newspapers and magazines.

Shortly Superior may be faced with another full-scale

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WHitehall 3-1572

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Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranaguá—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

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...his skills
help coffee shippers on
**Pacific-Argentine-
Brazil Line**

A small antique store in Oroville, California claims most of Bob Harper's business time ashore. There delicate china and gossamer glass ornaments turn gently in his sturdy sailor hands. And this same expert care shows up at dockside each time Bob supervises the loading of coffee shipments aboard P-A-B.

Put your confidence in the capable hands of P-A-B. Regular schedules on fast C-3 ships between Brazil and the West Coast of the United States.

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problem. If the response continues as in the past, they will no longer be available to avoid a mass distribution set-up. This is a problem only in terms that they unequivocally refuse to produce anything but a prestige pound of coffee. It is the quality of the coffee, certainly, as well as the skillfully "spotted" promotions that have engendered such favorable response.

There is, in the Superior "Custom Blend" story, proof that dynamically conceived and enacted promotions—with direct aim—will produce sturdy and satisfactory results.

how to stabilize coffee

Continued from page 21)

We have heard much about statistics based on superficial estimates and too many wiseacres express opinions which would better be unheard. All this could be—remedied by having a central coffee office whose final findings could be trusted, and it is up to the producing countries to furnish reliable information.

We read much in the press about the good neighbor policy of Uncle Sam, which is—very pleasing as long as everything goes well, but when the producers in our hemisphere have to face ever-increasing competition from colonial producers in Africa, the moment has come to do something about it. Planters in the Belgian Congo, in French, English and Portuguese colonies, are tied to their home lands, financially and politically; are only very moderate buyers of manufactured goods from the United States; and there is no reason why these colonies should have the same facilities to unload their surplus production on the American coffee market as our Latin American producers.

American importers, brokers and other middlemen have no interest whatsoever to favor a change. They want quantity from all sources and would fight any movement to establish a customs tariff on African coffees, benefiting our producers. Just the same, sooner or later this matter will have to be settled in accordance with the spirit of the good neighbor policy, otherwise it would be a farce. France has gone so far as to favor importations from their own colonies for home consumption and has set apart a certain percentage for dumping in other countries at lower prices just for the purpose of obtaining dollar exchange.

The problem of a more or less stable market is not beyond solution. The final decision is in the hands of the producing countries to the degree that they contribute reliable statistical information to a central coffee office, and free themselves from local money lenders and cater to their own banks specializing in coffee finances. In addition, exporters can be sure of the fullest cooperation of American roasters, who have felt more than once the pangs of violent price changes caused by speculators and unreliable statistical information.

Coffee break for conventions too

One of the practices than can make conventions more pleasant is the coffee break, Eldridge Peterson, editor of Printers Ink, suggested recently.

"Having a coffee break in the middle of the morning and the middle of the afternoon is an idea that allows conventioners to get off hard chairs and chat with each other," Mr. Peterson said.

Post "Face of America" story recognizes U. S. coffee break

The Saturday Evening Post accords high recognition to the "Coffee Break" as an American institution. As part of the Post's "The Face of America" series, the September 22nd issue features a full-color photograph of a typical office group enjoying desk-side morning coffee. The caption reads, in part:

"It's 10:00 in the morning, and everybody quits work. What does the boss think of all this idleness? He likes it fine, as a matter of fact . . . It's a big change from the European coffee houses of 200 years ago, where this custom really began. Then, only the leisure classes participated. Today, the office boy can stand defended behind his coffee cup while he discusses baseball with the department head. Until World War II, few companies observed the coffee-break tradition. Then some employers found fifteen-minute rest periods to be a drawing card in the competition for the limited available working force, and others soon followed suit. But bosses weren't happy about the mass exodus to local snack bars on forty-five-minute coffee-drinking sprees. So vending machines and catering services were introduced to supply coffee to workers right in the office. Now the practice has the law's blessing. The United States Court of Appeals in Denver recently ruled that when an employee takes a coffee break, he does the boss a favor. The custom, went the court's obiter dictum, "promotes more efficiency and results in greater output." A few curmudgeons may grumble about the waste of time, but the coffee break is here to stay."

Folger building coffee roasting plant in Southern California

Coffee processing facilities for J. A. Folger & Co. will be provided in Southern California for the first time with the completion of a \$900,000 plant to be built in the Rancho San Pedro industrial section near Long Beach.

Construction was expected to begin last month on the 135,000 square foot structure, it was stated by J. N. Sparling, chief engineer of Quinton Engineers, Ltd., Los Angeles, who handled the designs. Bids for the project have been called, he added.

A combination of steel frame and reinforced concrete will be used, and walls will be of present, tilt-up construction.

The plant will have a small office for general sales work and for plant administration. About 75% of the building will be used for shipping and receiving, with the remainder for processing and packaging.

Only ground coffee will be handled, according to Folger officials.

Other facilities will include restrooms and showers for the crew, and the office section will be air-conditioned, it was stated.

Pittsburgh street named "Hafner Avenue" as tribute to regional coffee company

A new street in Pittsburgh is being named in honor of a local coffee company and its founder.

The Etta Borough Council voted to name the street "Hafner Avenue," as a tribute to the Hafner Coffee Co. and its founder, Simon Hafner.

The street, to be created by new highway construction, will extend from Bridge Street in Pittsburgh to the premises of the coffee firm.

The Borough Council said in its resolution the naming of the street was in "tribute to the Hafner Coffee Co. for the many contributions it has made to the community where in its plant is located."

Coffee can production up sharply in first half of 1956

Production of coffee cans in the United States increased 19% in the first half of the year, according to the American Can Co.

Production of all cans hit an all-time record of 18.7 billion containers for the first half of the year, an increase of approximately 1.6 billion over production in the comparable period last year.

Chromatographic study on coffee published

A chromatographic study on the separation and identification of chemical compounds in roasted coffee is being published by the Coffee Brewing Institute as a monograph.

The paper was delivered by Dr. F. E. Deatherage, of the Department of Agricultural Biochemistry and Institute of Nutrition and Food Technology of Ohio State University, at the American Chemical Society convention in Atlantic City, N. J.

The work is based on a study sponsored by CBI.



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Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Supply—1st of Month Brazil	Others	Total
1954							
November	1,087	501	488	989	403	512	915
December	1,068	975	1,122	2,097	1,035	532	1,567
1955							
January	1,416	605	871	1,476	738	446	1,184
February	1,144	411	874	1,285	567	425	992
March	1,390	434	1,027	1,461	194	541	735
April	1,193	540	650	1,190	425	381	806
May	1,715	585	1,159	1,744	533	422	955
June	1,372	331	984	1,315	272	406	678
July	1,580	739	894	1,632	728	362	1,090
August	1,360	579	745	1,324	484	330	814
September	1,490	731	775	1,506	543	349	892
October	1,894	1,063	824	1,887	1,024	213	1,237
November	2,048	1,017	996	2,013	1,129	303	1,432
December	2,115	842	1,007	1,849	878	222	1,100
1956							
January	1,516	738	905	1,643	780	571	1,351
February	1,894	828	977	1,805	880	445	1,325
March	2,329	1,126	1,226	2,352	1,192	421	1,613
April	1,558	860	716	1,576	822	456	1,278
May	1,336	622	694	1,316	695	586	1,281
June	1,810	866	837	1,703	930	543	1,473
July	1,883	957	828	1,785	1,060	599	1,659
August	1,441	729	809	1,538	970	582	1,552
September	1,802	912	718	1,630	998	574	1,572

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

FAO puts world coffee output this year 7% over 1955 level

The U. N. Food and Agriculture Organization estimates world coffee production this year at 44,000,000 bags, equivalent to 2,640,000 tons.

This is 7% higher than a year ago and 13% above the 1950-53 average.

The FAO's annual report on food and agriculture said the current total would have been higher except for a decline in Colombian and Central American crops.

Brazil's crop of 23,300,000 bags, FAO said, set a post-war record.

FAO said that U. S. imports, after a severe drop during the big price rise in 1954, jumped 15% last year.

Per capita consumption in the United States, however, was reported 16% below the average consumption of the immediate postwar years.

World coffee production for 1956-57 probably will be

lower than the current year, FAO said, adding "there is the danger that high prices will, as in 1954, adversely affect consumption and imports."

Scull names Scheckelhoff director of advertising

Joseph J. Scheckelhoff has been appointed director of advertising and promotion, the William S. Scull Co., Camden, N. J., has announced. He was formerly general manager of the Scull plant in Dayton, Ohio.

Mr. Scheckelhoff joined Scull in 1927 as a salesman in the Dayton plant. He became a national chain representative for this division in 1946, and was subsequently made Dayton's general sales manager.

A member of the Sales Executive Club of Dayton, the Knights of Columbus and the Dayton Chamber of Commerce, he is married and the father of two daughters.

He and his family now reside in Villanova, Pa.

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Editorials

"How" to sell more coffee

This year's convention of the National Coffee Association at Boca Raton, Florida, is going to be different.

It will be different in format, for one. The convention's business will have a new framework, giving it at the same time more fun and more point.

But more important than format is something basic. The convention will have a new focus.

In 1954, with the wounds of the great price rise still raw, NCA held its convention around the boldly positive slogan, "Let's sell more coffee."

Last year, in San Francisco, the convention took a good look at Mrs. Consumer, to determine her attitudes on coffee as a foundation for sound promotion.

In Boca Raton this November, the United States coffee industry will move to a new stage. Instead of "Let's sell more coffee," the emphasis will go beyond, to the "how"—*how* to sell more coffee.

For the fields which comprise the main markets for coffee in this country, new sights will be set.

"How to sell more coffee" will be examined in specific terms, for the grocery market, the restaurant field, the institutional market.

New, vigorous and growing fields for coffee, such as office and plant catering and vending machines, will be given a new evaluation, to clarify progress to date and to point up new opportunities.

Great potentials for more consumption, such as iced coffee and the youth market, will be considered to see how new emphasis by the industry can translate potentials into actual sales.

This convention will be based on the belief that many millions more bags of coffee can be sold in this country each year—given a bolder, sharper focus by coffee people, companies and organizations on the "how" in "how to sell more coffee."

Most of the information and ideas presented to the convention will come from topnotch coffee men. But the industry is not hesitating to turn to other fields which have ideas to offer.

Two of the convention speakers are examples of this: Vergil Reed, vice president and associate director of research of the J. Walter Thompson Co., and John Van Volkenburg, president of CBS-TV.

In addition, a movie written and produced specifically for the coffee industry, "The Magic Cup," will be given its first showing at the convention.

Apart from the delights of Boca Raton—for which coffee men have developed a fond appreciation—the 1956 con-

vention poses a serious question to every coffeeman: Can you afford not to attend?

Seemingly fixed points in the coffee picture *do* change—as demonstrated so convincingly by instant coffee.

The industry's share of the consumer dollar doesn't remain constant, any more than brand standings stay in a fixed, frozen order.

How the industry as a whole moves on from here, how you and your company progress, depends on the kind of initiative and energy and ideas brought to bear on existing and potential markets.

Nowhere at this point in our coffee history are such initiative and energy and ideas more likely to be sparked than at the 1956 coffee convention.

Can you afford not to attend?

Meet your field men

Elsewhere in this issue is a report on the quantity brewing demonstrations of The Coffee Brewing Institute.

If you haven't read that article, it's very much worth your while to do so—especially if you sell coffee to the restaurant and institutional field.

Coffee men who have seen the demonstration, either at their own get-togethers or at restaurant meetings, know what we mean.

The demonstrations are one of the most effective means for improving public service coffee yet developed by the industry.

They show the restaurant operator how to brew a better cup, even according to his own formula, by using information readily available to him.

The demonstrations are being put on by CBI field men, who are proving themselves one of the industry's great assets.

Coffee men know, where the field men have already operated, they not only stir up interest in better brewing among restaurateurs. What may be more important, they help coffee salesmen to achieve a new effectiveness.

They make available to coffee salesmen facts any of them can use to approach his coffee problems more scientifically, with greater confidence—and winning new respect.

Often CBI's field men work with the coffee salesman right in the restaurant.

Every coffee man, in this country and in the producing areas, can feel better for the work—remarkable both in quality and in quantity—being done by CBI's field research staff.

5 important steps in our service to the Tea Trade



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"Take time . . . and sell"

Complete tea departments at retail level, not "ribbon" set-ups, will help tea in drive for more volume, Johler tells convention

"Complete eye-catching tea departments at the retail level, more advertising at both the local and national levels, will help tea processors in their drive once again to establish tea as the national mealtime and social beverage throughout the United States and Canada."

These keys to tea progress were placed before the 11th annual convention of the Tea Association by Orville W. Johler, vice president of the 6,000 I.G.A. food stores, ac-

"If you will 'take time . . . and sell,' you can help the independent retailer solve one of the most important problems he has at hand—and that is to popularize items in his store that will bring him greater profit."

"Food retailers throughout the country are striving to give their stores a distinctive atmosphere. They look forward to different and exciting promotions that will effect a department atmosphere built around a complete line, rather than just an item. This, in effect, helps them promote and sell everything in their store."

Discussing the merits of multiple packaging, Johler said: "I believe you tea people will agree that bulk tea, brewed properly, makes a better cup of tea than the more convenient tea bags. There are times, however, when the housewife should have a choice in her kitchen cabinet. By having a convenient multiple package of tea in the tea department, it would assure this convenience and, undoubtedly, increase the sales volume—because the woman who normally bought bulk tea would be buying both bulk tea and tea bags, and vice versa."

"In the interest of selling more tea in our stores, I have been working with one of the largest cake-mix manufacturers in the country, with the thought in mind of tying two convenient items together: a teatime short-bread mix and tea. I have recently been advised that this idea will soon become a reality."

"In other words, through this promotion, a woman will buy a short-bread mix—and four tea bags will be contained in the same package with the mix."

"Possibly instead of offering the four tea bags with the mix, a coupon could be affixed to the outside of the short-bread mix package that would be worth 15¢ toward the purchase of a package of tea."

Parker named Tea Association president; full report on convention in next issue

Eduard C. Parker, of the Tetley Tea Co., Inc., has been elected president of the Tea Association of the U.S.A. by the 11th annual convention, held at Wentworth-by-the-Sea, Portsmouth, N. H.

R. E. Liptrott, of Thomas J. Lipton, Inc., was named vice president, and P. C. Irwin, Jr., of Irwin-Harrison-Whitney, Inc., continues as treasurer.

A full report on the business, social and sports events at the convention will appear in the next issue of COFFEE & TEA INDUSTRIES.

cording to an advance release in his convention report.

[The convention, held at Wentworth-by-the-Sea, Portsmouth, N. H., will be reported in full in the next issue of COFFEE & TEA INDUSTRIES, formerly The Spice Mill.]

"Tea has a tremendous upswing in sales during the summer months and falls off during the winter," he said. People who drink it as a cold beverage should be sold on the idea that tea is a delightful beverage either hot or cold."

Mr. Johler commented that tea distributors are in a position today of trying to regain a market they once controlled. "In some areas it is going to have to be sold almost as a new product, because unfortunately there are possibly millions of persons who have never tasted tea," he declared.

"Tea, as we all know, is a soothing, refreshing, stimulating beverage. Tea gives the local merchant a much higher margin of profit than other competitive items, and that is why high hope may be held to receive full and complete cooperation at the retail level."

Mr. Johler suggested that tea men "'take time . . . and sell' the independent grocer on how he can increase his tea sales, increase his turnover in tea, and with little effort, more than double his profit, by having a complete tea department—a tea department set up by brands, a real volume and profit department, not a so-called 'ribbon' department or 'hodge-podge' department."

India tea delegation visits

U. S., Canada to study markets

Touring this country and Canada to study the marketing of India tea is a three man delegation which planned, while here, to attend the 11th annual convention of the Tea Association of the U.S.A. at Wentworth-by-the-Sea, Portsmouth, N. H.

Comprising the delegation are J. P. H. Bent, of the Indian Tea Association; U. K. Ghoshal, of the Tea Board of India; and N. M. Lingam, a member of Parliament in India and also a member of the Tea Board.

The delegation's itinerary called for attendance at the annual convention of the Tea and Coffee Association of Canada at the Seignior Club, Montebello, Quebec, as well as visits to the Pacific Coast.

Ceylon tea area cut by nearly 10,000 acres in 1955-56 tea year

The area under tea in Ceylon fell by nearly 10,000 acres in the year ending March, 1956, according to a report by the Ceylon Tea Controller, just released.

[Trade sources in the United States indicated that the acreage cut should not be overestimated in terms of overall production, since the likelihood is that old plantings with low yields were the ones eliminated.]

The reduction in the acreage was the result of uprooting of some uneconomic plantations and of road construction and building improvements on other estates.

The total area under tea cultivation at the end of March was put at 565,518 acres against 375,504 acres in the previous year. Of the acreage, 190,031 acres was under high grown teas, 233,138 under medium grown, and 142,349 under low grown.

The report said 46% of the acreage was European owned and 4% Indian owned. The rest of the acreage was owned by unclassified small-holders.

The total quantity of tea manufactured in Ceylon during the year ended March is estimated at 360,900,000 lbs., compared with 377,500,000 lbs. in the previous year. The overall annual yield per acre is put at 638 lbs., compared with 656 lbs. in the previous year.

The fall in production in Ceylon is attributed to severe frost in higher elevations and drought in lower regions.

Domestic consumption of tea in Ceylon in the last tea year was in the region of 14,000,000 to 15,000,000 lbs.

The total quantity of tea exported on licenses was 365,100,000 lbs., as compared with 350,700,000 lbs. in the previous year.

Looking for a tea bag squeezer?

"Looking for a tea bag squeezer?"

That question was asked in the headline of a recent New York Times advertisement by Abraham & Straus, Brooklyn, N. Y., department store.

"It's an extravagant soul indeed who doesn't give his tea bag a final (if surreptitious) pinch to coax out the last vital drop," the ad said. And a goodly number of citizens, we've discovered, find the physical hazard of tea bag squeezing to be overwhelming. Uncounted band-aids and unguents have been utilized to relieve the miseries of burnt squeezing fingers . . . dry cleaners gloat at the mere thought of tea bags splashing back into the cup and drenching scores of unfortunate tea lovers.

"But no longer! Now you can give your tea bag an affectionate (and effortless) squeeze, reclaim every golden drop of brew and *never touch the bag!* Yea, verily squeezing has become a science, with out "Squeeze-Ease". Do not scoff, friend . . . it exists! We have it!"

Plan Nairobi tea auctions

Preliminary steps are being taken in Nairobi to form a tea trade association and to introduce regular auctions.

Certain tea interests want to sell part of their production in local markets and they have formed a committee, it has been reported. Leading tea interests are said to have pledged support to the idea.



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trends in Formosa tea

By FRANK F. CHO, Manager
Tea Department
Sembodja Corp. of New York

For years, Formosa has been famous for its Oolong teas, known also as the "champagne of teas". Actually, Formosa has been producing a good variety of teas in recent years, namely black, green, Pouchong and Oolong teas. In fact, among them Oolong has been the least in quantity in recent years.

1. Production

The proportion of different kinds of tea produced in the last few years is listed in the accompanying table.

The tea season in Formosa is from April through November. By and large, the spring crop (April/May) is suitable for green and Pouchong teas. The summer crop (June/August) is good for black teas. And the autumn crop (September/November) is regarded as the end of season teas. The quality of the autumn crop is relatively inferior, although with careful selection, some teas of quality may still be obtained. For instance, some of the very fine Pouchong teas are made from the autumn crop. The production picture each year is very much governed by the market conditions abroad. The quantities of various kinds of tea produced each year are a reflection of the demand.

The quantity of Pouchong and Oolong teas produced does not fluctuate very much from year to year.

The production of black and green teas varies a great deal.

2. Markets

Black teas: The U.S.A. is a major customer for Formosa tea. Formosa blacks have a unique position in this market. While some good quality Formosa blacks are used for their own merit, a relatively large quantity of Formosa tea is used as a "cost reducer" through blending.

With the cooperation of the entire tea industry and the Chinese Technical Mission in Washington, D. C., the U. S. government broadened the specifications for its purchases about two years ago to include Formosa teas (Taiwan black teas). This further improved the position of Formosa tea in the U. S. market. At the same time, the Chinese government stepped up its controls on the quality of the teas exported to this country. In fact, the chief tea inspector of the Provincial Inspection Bureau and the head of the Commerce Department of the Ministry of Economics both visited here at different times in the last three years to study measures toward this end.

Farsighted Formosan manufacturers have been trying to produce a relatively large quantity of better teas of uniform quality in the hope that they will become regular suppliers to large users in this market.

South American countries, especially Chile, have been using Formosan teas regularly in recent years. Mostly leaf teas are used in that market. The United Kingdom, Holland and Africa are the remaining important markets for

Formosa blacks. Especially in 1954/55, the U.K. was the largest customer for Formosa blacks. This was when the prices for India and Ceylon teas were unusually high. Well made black leaf teas are preferred in Africa. Holland and the U.K. absorb mainly broken grades, also for blending purposes.

Green teas: The production of green teas on this island commenced as recently as 1949. At first, the quality of Formosa greens was considerably lower than that of the China mainland greens, but remarkable improvement has been made in the last few years. North Africa is the market for this type of tea. Its competitors are China mainland greens and Japan greens.

Pouchong teas: Thailand and the Riu Kiu Islands are

Formosa's Tea Production
1950-1956, in Pounds

	BLACK	GREEN	POUCHONG	OLONG	TOTAL
1956 (EST.)	7,013,000	4,039,000	2,628,000	430,000	14,110,000
1955	23,000,000	2,500,000	5,000,000	600,000	31,100,000
1954	21,000,000	3,000,000	3,500,000	700,000	28,200,000
1953	5,000,000	16,000,000	4,000,000	500,000	25,500,000
1952	800,000	16,500,000	3,500,000	300,000	21,100,000
1951	12,000,000	4,500,000	3,500,000	700,000	20,700,000
1950	10,000,000	4,000,000	4,000,000	1,000,000	19,000,000

Formosa's Tea Stocks
Estimated as of July 31st, 1956

1955 CROP		
Black	1,102,310	
Green	1,543,234	
Pouchong	264,554	
Oolong	176,370	
Others	476,306	
		3,562,770 lbs.
1956 CROP		
Black	1,763,700	
Green	1,322,772	
Pouchong	551,155	
Oolong	110,231	
Others	1,322,772	
		5,070,630 lbs.
TOTAL		8,633,400 lbs.

Formosa's Tea Exports
January 1 — July 31, 1956

1955 CROP		4,850,000 lbs.
1956 CROP		
Black	1,653,465	
Green	661,486	
Pouchong	1,322,772	
Oolong	110,231	
Others	1,023,106	
		4,770,960 lbs.
TOTAL		9,620,960 lbs.

the major markets for this type of tea. It is widely consumed by overseas Chinese in South East Asia.

Oolong teas: Despite of its past glamour, Oolong's production has been the smallest because of its shrinking market. In this country, the overwhelming popularity now is for black tea. Oolong has for many years been regarded as a "specialty tea". Although limited, the market for this type of tea has been quite steady in recent years.

The writer has been trying to promote blends with a mixture of black and Oolong. Slowly but steadily the demand is increasing, because of the distinct character of these blends. Extensive experiments have been carried out with various users, who all share the optimism of the writer for this combination.

The domestic market on Formosa takes less than ten per cent of the teas produced. As a result, the development of various export markets determines the overall production picture.

The year 1955/1956 was rather unprosperous for Formosa's tea merchants. The fact that teas of medium and lower grades have been very soft in the world market for many months has had a direct effect on the exportation of Formosa teas to the U. S. and Europe. Furthermore, unlike the pattern of the past, only a small proportion of the last Chilean tender went to Formosa tea—500,000 lbs as against some 3,500,000 lbs. for India and Indonesia teas. (The previous tender saw 1,150,000 lbs. awarded to Formosa teas.) Because of the ample supply of China mainland greens in Morocco, export of Formosa greens' to that market has also been greatly affected. Although it has been learned recently that Eastern European countries have agreed with Communist China not to reexport their teas to Africa, the

supply of China greens in Morocco is still believed to be plentiful. The shipment of Pouchong teas to Southeast Asia has also been reduced, owing to the competition of Mainland greens and the reduction of exchange allocation in Viet Nam and other countries. Consequently, the supply exceeds demand.

The figures of Formosa tea exports and stocks, available only up to July 31st, 1956 are, approximately as shown in the accompanying table (converted from round kilogram figures).

You may arrive at your own rough estimate of the current stock picture by referring to the accompanying figures and the estimated production mentioned earlier. Exports since July 31st are reported to be low, up until quite recently. At the same time, production has also been curailer considerably.

3. Variety and quality

Of some 110,500 acres of tea plantations in Formosa, over 95% are in the northern part of the island. Nearly all of these plants are of the Chinese species. In the central part of the island, especially Yu Chih and Pu Li, there are over 2,500 acres of the Indian species, including the "Assam-seed teas," which are comparatively recent productions.

Assam-seed teas: The cup quality of this type of tea, grown in the central area, is superior to those from the north. The altitude of Pin Chen and Yu Chih is about 2,400 feet. The yield of Assam-seed teas in 1955 was nearly three times the 1950 total. (The yield per acre increased from about 1,225 lbs. in 1950 to 2,712 lbs. in 1955.)

(Continued on page 52)

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to give sense of excitement to tea,
edging out "commonplace" idea**

The Tea Council of Canada's advertising plans for 1956-57 are aimed at giving Canada's number one hot beverage a new look. D. M. Langton, executive director of the Council, has announced that plans include four color advertising in English and French magazines and in weekend publications. This will be part of a campaign based upon a completely new concept of tea advertising, arrived at after considerable research activity.

Motivation research conducted during 1956 found that Canadians think of tea as old-fashioned and devoid of glamor or excitement. It was evident to the Tea Council that its most important project must be to provide tea with a new appeal. Tea, it was decided, should be given a more youthful, fashionable, dynamic connotation, with a leaning towards the masculine. Advertising, therefore, should aim at imbuing tea with a sense of excitement to replace the public's present conception of tea as common-place.

The new autumn-winter-spring press campaign for tea in Canada, which broke in the middle of September, consists of the series of modern full-color advertisements, illustrated on this page in back and white and in smaller size.

Young, active people are portrayed in the series. Tea is presented as a friendly drink enjoyed by both sexes and very much in tune with this modern age.

Bruce Johnson, one of Canada's top illustrators, designed and carried out the art work. Copy is short, breezy and to

the point. The Tea Council's slogan, "That's the magic of tea!" is carried through all the advertisements—the magic being that tea alone has the unique and paradoxical quality of giving a pick-up at the same time that it relaxes. In an effort to give further interest to tea, these advertisements include recipes for a variety of tested tea drinks.

Over television, always the Tea Council of Canada's main advertising medium, a new series of television commercials are appearing this fall. These, like the magazine advertisements, give tea an up-to-the-minute look.

Supplementing the Tea Council's major campaign, two special drives will take place during the year. "The Road Safety Campaign with the slogan, "If you drive . . . drink tea," will be repeated again this year during the months of December and January. This successful annual public relations effort creates considerable goodwill for the tea industry. During this campaign the Tea Council will be using 24 sheet posters for the first time.

The other drive is the familiar merchandising effort, "Tea for Canada Week." This is one of the biggest Canadian promotions in the grocery trade. The dates next year will be March 25th-30th.

"Tea for Canada Week" not only brings tea to the fore in the retail stores, but the attendant publicity plays a useful part in stimulating the public's interest in the beverage.



Larsen heads sales for Salada;

Haeefele honored on retirement

The Salada Tea Co., Boston, has announced the appointment of Robert L. Larsen as general sales manager, succeeding Walter F. Haeefele, who has retired.

Mr. Larsen comes to the Boston headquarters of Salada from Syracuse N. Y. where he had headed the New York state sales branch since 1951.

A testimonial dinner was tendered to Mr. Haeefele, at the Sheraton Plaza Hotel. Salada officials from Canada and other United States offices joined employees in honoring Mr. Haeefele, who had held the top Salada sales post since 1946.

Mr. Larsen started his career with Salada in Detroit as a regular salesman in 1934. After working the Detroit and Toledo territories, he was promoted to district manager in the Detroit Branch in 1946 and five years later took over as manager of the New York state branch.

Mr. Larsen attended Wayne University in Detroit. He is married and has two sons, both now in the service.

Mr. Haeefele, a Newton resident, began his Salada career in New York City in 1923. He was later transferred to Detroit, where he became branch manager in 1934. His next move was to Boston headquarters as general sales manager.



Robert L. Larsen

Mr. and Mrs. Haeefele have purchased a home in Winter Park, Fla.

Mr. Haeefele plans to devote considerable time to civic affairs there and to Rotary, in which he has been active for many years.

ITA urges tea producers to aim at high standard of manufacture

The Indian Tea Association (London) has urged its members, representing 293,803 acres of tea plantations, to maintain high standards of manufacture in the coming tea year.

ITA recommended that all tippings at the beginning of the plucking season be destroyed. While this applied mainly to Assam, it was also desirable for unpruned teas in other areas.

This action was one of many in various phases of tea noted in the annual report of the organization, headed by H. C. Bannerman.

Dr. Klaunberg heads Human Factors Research Bureau

Dr. Henry J. Klaunberg formerly head of The Biological Sciences Foundation, Ltd., which sponsored the historic symposium on the medical aspects of tea, is now president of the Human Factors Research Bureau, Inc., Washington, D. C.

Dr. Klaunberg edited the brochure containing the reports presented to the symposium as well as other material. The brochure is called "Tea—A Symposium on the Pharmacology and the Physiologic and Psychologic Effects of Tea."

COFFEE & TEA INDUSTRIES has published most of the symposium papers, by arrangement with Dr. Klaunberg, who holds the copyright.

HENRY P. THOMSON, INC.

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Member: Tea Association of the U.S.A.

. . . in praise of tea

Nahum Tate, Queen Anne's poet laureate, thought tea the finest of all drinks — and wrote "A Poem upon Tea" to encourage it

"O Bounteous and Indulgent Nature, what a Complicated Blessing hast thou sent us in a Leaf! A Treasure worth the Traffique of Nations . . ."

So wrote Nahum Tate, the poet laureate of Queen Anne's England, in praise of tea. Best known today for "A Poem Upon Tea" and his co-authorship of the metrical version of the Psalms, Tate believed that tea was not only the finest of all drinks but one of the finest medicines. To tea drinking, he credited his own "Recovery out of a Weakly Constitution from the very Cradle."

"And," he added, "make no Doubt of the Benefit to Others (in most Infirmities) with right Knowledge of this Panacea . . ."

Tate even anticipated Lipton advertising in his characterization of the "brisk" beverage. In his observations for making tea, he wrote:

"The softer your Water, such as River, Rain or Standing Water; the Speedier and Stronger will be the Tincture of the Leaf; yet Fountain, Pump, or Conduit Waters make the Brisker Drink . . ."

The poet also firmly endorsed today's advice to use boiling water for tea making.

"If the Water has not Actually Boil'd, before 'tis poured on the Leaf, the Drink will taste Crude," he warned, "and when it has boil'd let the Agitation be Over, and then the sooner 'tis pour'd on the better."

He penned his "A Poem Upon Tea" in 1702 with the object "not only to give the Readers Diversion, but, with that Entertainment, to make way for a farther Good; That is,

by the Charms of Poetry, to Recommend so Great a Blessing, and Benefit, into more General Use."

Accordingly, in an essay appended to his poem and entitled "An Account of the Nature and Virtues of Tea; with Directions, in the Use of it for Health," he set down the medical opinions of the era in favor of tea, discussed the physical pleasures of drinking it, and gave directions for its preparation and preservation.

Summarizing "the unquestionable Testimony of most Eminent Physicians," Tate stated of tea's "Virtues and Efficacy" that:

"It helps the Stomach, sweetens the Blood, revives the Heart, refreshes the Spirits, relieves the Brain, quickens Apprehension, Strengthens Memory, and preserves the just Temperament of Body and Mind, which is the great Blessing the Wise Poet directs People to pray for, *Mens sana in Corpore Sano*" ("*A sound mind in a sound body*").

Tate stressed one particular beneficial effect of tea he considered most important: "With Drinking of Tea only, and Regular Living, the Distemper of England, occasion'd by our too much feeding upon Flesh, may be cur'd. A Discovery well worth the Knowledge of a whole Nation, where the Scurvy is an (almost) Epidemik Maledy."

Turning to the purely pleasant uses of tea, he insisted: ". . . It must be allow'd that 'twould, certainly, be a National Benefit; If, for Afternoon Entertainments and Conversation, the Tea-Table were always brought before Company, instead of the Bottle or Glass: This Delicious Nectar having all the good Effects of Wine, without any of the ill; We are

Great English dinner of Queen Anne's time re-created by Lipton for food editors

This article on poet laureate Nahum Tate and tea in Queen Anne's England was developed as part of the background for a re-creation of a great English dinner of the early 18th century, tendered to food editors at the 14th annual Food Editors' Conference in New York City by Thomas J. Lipton, Inc.

Lipton called it a 1706 "Dinner and Divertissements." A procession of costumed waiters, carrying aloft the huge roasted joints, pies, stews, sweets, soups and other delicacies of a feast in the time of Queen Anne, led the way to "Lipton Hall" from the lavish buffet reception which preceded the dinner itself. Scottish bagpipers, commemorating the drawing up in 1706 of the treaty uniting England and Scotland, piped the editors into dinner.

The Waldorf-Astoria's Serf Room was transformed for the occasion into "Lipton Hall," complete with period tapestries, antique candelabra, suits of armor, and other appurtenances of the era.

Robert Smallwood, chairman of the board, and Carl Wood, Lipton president, welcomed the editors to the gala party. During after-dinner tea, the editors had their tea cups read by gypsy fortune tellers.

Roland Haas' gypsy orchestra played throughout dinner and for dancing which followed the entertainment. The "divertissements" included period dances performed by two troupes of young men and women in costume, selections from 18th century folk music, Scottish dances, ballet, jugglers, and even trained dogs. A troupe of Italian acrobats and clowns added further color to the festivities.

Lipton's re-creation of the Duke's feast at Windsor was based on original recipes from period cook books, including Patrick Lamb's "Royal Cookery," published in 1701. Lamb for 50 years was Royal Chef to Charles II, James II, William and Mary, and Queen Anne.

here secur'd against Sophistication, and know what 'tis we drink; a Liquor that warms, without Inflammation, and Exhilarates without Intoxicating.

"But this Nectar is not only a Regale of Conversation, for (besides the Providences of Health and Pleasure) 'tis a great Auxiliary in the Nobler and more useful Offices of Life; Labours of the Body, and Studies of the Brain, being the best Preparatory to Both, and best Refreshment after Fatigue, in either: The weariness both of Thought and Limbs, immediately passing off in easy Perspiration; succeeded by Alacrity of Spirit, and fresh Circulation of the Blood."

Tea first found favor with the English about the middle of the 17th century, when it was imported from the Dutch-controlled East Indies and sold for about ten pounds per pound. (By comparison, the annual income of the gentry ranged from 450 to 880 pounds). But tea's real introduction was in the "coffee-houses," the social clubs of the day.

To tea's popularity in these social clubs was added the prestige of the court when Princess Catherine of Braganza married King Charles II and brought her love of tea with her from Portugal. Social historians have noted with approval that Queen Catherine was able to substitute tea for the ale, wine and spirits, which the court up to that time consumed daily in prodigious quantities.

The popularity which tea now enjoyed with the ladies led to the opening of the tea gardens which were such a feature of English social life in the early 18th Century. Fine ladies and their fashionable escorts enjoyed their favorite beverage in public in an atmosphere of flowered walks, arbors, concerts and variety entertainments. There were rooms set

aside for dancing, lawns were carefully groomed for bowling, and in some establishments gambling and racing were a part of the facilities.

Prices fell as tea imports swelled. In 1669, when the East India Co. was granted its exclusive monopoly, only 143 1/2 pounds were imported (in addition to what was smuggled in from the continent) to sell for about 2£-per pound. By 1700, about 20,000 pounds were imported, and within ten years this figure was trebled. In 1715, the market was flooded with Chinese green tea. By 1760, duty was paid on over 5,000,000 pounds of tea, and by the end of the century, over 20,000,000 pounds were imported. In addition, the amount smuggled in was said in some years to equal the amount imported legally.

Much of the pleasant, easy ritual of the tea table dates from Queen Anne's time. Afternoon tea started to come into fashion to bridge the lengthy gap between the English dinner and supper. The idea of a complete tea-service was taking form with the appearance in 1709 of the term, "tea equipage." Teapots designed solely for tea were first found in these early years of the Eighteenth Century.

The Queen Anne teapot

In her notes accompanying illustrations of pieces from the famous Lipton Collection of silver tea services, antiques editor Helen Comstock described the Queen Anne teapot as "a pyriform, or pear-shape, with swan-neck spout, showing Chinese influence . . . The shape derives from Chinese earthenware but the English spout differed from the Chinese in that the Chinese form was straight inside regardless of the

(Continued on page 52)

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India commission submits tea report

The long-awaited report on the tea industry of the Plantation Enquiry Commission, set up by the government of India in 1954, has just been submitted.

The Commission was charged with making a comprehensive study of economic conditions and problems on tea, coffee and rubber plantations.

Comprising the Commission were P. M. Menon, Indian Civil Service, chairman; K. G. Sivaswamy; and Professor M. V. Mathur.

According to Foreign Crops and Markets, the tea industry report recommends reduction in the internal price of tea to increase domestic consumption; creation of a tea replanting fund; setting up of a labor welfare organization; abolition of the export quota system; decrease in remuneration of the managing agents; and payment of a consolidated salary instead of a commission to the managers.

The report specified that the tea selling and buying brokers should not be connected in any way with the management; neither should the major shareholders in the tea gardens be connected with the trading or export of tea. The report also suggests increased Indianization of Management personnel.

The report states that the average economic life of a tea bush is about 60 years and that the productive life of 29% of the bushes in the tea gardens would be over within another five years' time. In order to forestall this loss to maintain production for the future, the report suggests that each grower should contribute Rs. 50 per acre annually to a replanting fund that will be under the control of the Indian Tea Board.

The Commission also recommended the abolition of differential rates of excise duty on packed and loose tea, and restoration of the old uniform rate of three annas per pound on all teas.

The effect of a higher rate of duty on tea sold in packages compared to a lower one for loose tea has been to stimulate the sale of the loose tea, which is in a more undesirable and less hygienic form for marketing.

Another recommendation by the Commission is the abolition of the tax of one anna per pound levied on all tea consigned to any dealer in Calcutta and the districts of 24 Parganas and Howrah. It considers this tax inconsistent with the government's policy of trying to encourage the sale of tea through the auctions in Calcutta rather than in the London auctions.

The tea industry is the largest employer of organized labor in India. It employs over 1,000,000 workers. The labor welfare activity in the tea industry has not kept pace with the changing times, the Commission says. Therefore, the Commission has recommended that a plantation labor welfare organization be set up under the control of the central government.

The Commission estimates the sum of Rs. 600,000,000 will be necessary to provide housing for all tea laborers, both in the North and South of India. At the present time, many of the small tea gardens do not provide housing for their tea laborers. In order to build housing, the tea plantation industry should be made eligible to obtain loans from the government under the Industrial Housing Scheme.

The report recommends provisions for financial help in an abundant measure to the tea industry, especially the tea estates owned by Indians. Some of this financing could be provided by the State Bank of India, through branches that would be set up in the tea plantation areas, and the long term financing could be provided by the Industrial Finance Corporation, as well as the State Financial Corporations.

London tea men rap report

London tea men feel some of the recommendations on tea of India's Plantation Enquiry Commission would do more to destroy the industry than anything else.

According to one report of London opinion, they think the proposals, if followed up, would ruin the trade structure built up in the tea plantation industry for more than a century.

They insist that the attraction of tea growing and management for young men of the right administrative type would disappear.

The report says that 13 leading management agency houses in Calcutta control 75% of the tea produced in North India. Of these companies, seven control more than 50% and five companies about 36% of the production.

The retail distribution of tea in India is controlled by two leading firms to the extent of 85% of the total tea sold.

Eight agency Houses of producers in Calcutta and their associate firms purchased over 50% of the tea at the Calcutta auctions in 1954, the report stated.

The Commission has forecast in its report that tea production in India will increase by 45,500,000 lbs. at the end of the Second Five Year Plan, compared to the present annual production. This would raise the total annual production to 710,000,000 lbs. per year, compared to the present annual production of about 664,500,000 lbs.

The cost of production of a pound of average good quality Indian tea for domestic consumption is about Rs. 1-6-0, according to the Commission's report.

A pound of this kind of tea cannot be bought for less than three rupees in Calcutta. If internal prices are to be brought down, not only the cost of production must be reduced, but the blenders must also cut their overhead and profits, according to the Commission.

Report India tea crop to be cut

This year's tea crop in northeast India will be substantially curtailed, according to a report from Calcutta.

This decision was taken by the Calcutta Tea Regulation Committee—comprised of representatives from the tea producing associations of northeast India—to guard against an excessive supply.

The committee also agreed to destroy all residual and waste teas of a quality not fit for sale by auction.

Argentina sends tea delegation to study processing, marketing

Constantino Homero Vassiliades, Argentine tea authority, has been delegated by that country's Ministry of Agriculture and Livestock to visit leading tea producing countries in Asia and major tea centers in Europe to get a first-hand view of modern processing and marketing methods.

Tea plantations in Argentina are expected to produce more than 3,000 tons of processed leaf this year. This quantity will exceed current consumption in the Argentine market, and with further substantial production increases in prospect, that country is seeking to obtain a foothold in the export field.

A survey conducted by the Argentine government a year ago showed that at that time only some 6% of the tea plants in Argentina had attained commercial production age.

A substantial proportion of early profits from the business, it is reported, has been invested in modern equipment for drying and rolling the tea and the retaining of competent technical personnel.

Thus fortified with a modern growing and processing technique, and an expanding production, Argentina is apparently ready to assume at least a modest role in supplying the world's tea requirements.

White Rose offers 12¢-off deal

White Rose Tea recently promoted sales of its tea bag 48's and its one-half pound bulk packages with an offer of 12¢ off on each of the packages.

Calling it a "happy-to-meet-you sale," Seeman Bros., Inc., packers of White Rose, said the "48 Full-Brew Tea Bags . . . expand to give you all the flavor."

The ad carried the slogan: "It's tea-riffic."

. . . in praise of tea

(Continued from page 50)

curve of the outer part. The straight shape did not allow the spout to become clogged with tea leaves.

"This difficulty was met in later times in the English spout with a strainer as part of the inside construction, but before that it was customary to lift the tea leaves out of the cup, after the tea was poured, with a special strainer spoon called a mote spoon."

Miss Comstock, tracing the history of the silver tea caddy,

finds that it, too, first appeared about this time, perhaps around 1714, when George I succeeded to the throne. Tea caddies began singly; then, as knowledge and appreciation of various teas increased, two were found necessary and then three—one for green tea, one for bohea (the choice China tea introduced into India), and one for blending—with a locked case to hold them.

Trends in Formosa tea

(Continued from page 46)

Lao Tien liao and Hoppo teas: Most of the better Oolong and Pouchong teas are from these districts. Good black teas are also produced. Because of the competition from domestic users, it is rather difficult to obtain these teas for export at attractive prices.

CTC (crush-tear-curl) teas: This process, which has been widely used in India, was put under experimentation in Formosa only this year. Although the result has not been very satisfactory, owing to lack of experience, its future is something worth watching.

Specialty teas: Formosa has been making Lapsang Sou-chong, Congou, and Dragonwell types of tea for about six years. Improvements have been made constantly, and the quality of these teas during the past three years could approach that of the old production of the China Mainland.

4. Today and tomorrow

Far-sighted producers are putting more and more emphasis on good quality teas, which appears to be the only way to secure steady customers and to minimize unnecessary fluctuations in business volumes. Yes, we might easily say now that good quality is simply common sense. But the fact remains that many hard lessons in the past seven years have helped to formulate and cement this basic concept among many of our friends there.

Therefore, I will not hesitate to say that the trend is such that we will see more and more better teas from Formosa in the future. It is also realized that the "quick buck" idea which is stimulated by the extraordinarily high local interest rate has been a handicap to attracting industrial investments and has also, to some extent, overshadowed the general appreciation of the good tea concept. However, I wish to assure you that if you work with the right importers or shippers you will always be able to get teas and services to your satisfaction.



LIPTON TEA Is America's Favorite!

America takes time out, any time, to enjoy the brisk, lively flavor of Lipton Tea. A full-bodied, refreshing drink, it's the tea that sells the fastest. It's the choicest blend of Pekoe and Orange Pekoe teas!



what's new in coffee cans?

Gay "new dress" for Wilkins Coffee

The John H. Wilkins Coffee Co., Washington, D. C., has created a gay "new dress" for its new custom roast.

Wilkins Coffee is now being packed in American Can Co. key-open vacuum containers with new, brightly lithographed color-complementary labels that permit the housewife to select her favorite grind at a glance. The cans also feature Canco's new easy-opening beaded tear strip.

The "new dress" features identifying colors for the three Wilkins grinds: orange for drip grind, blue for fine grind, and brown for percolator grind.

John H. Wilkins, president of the company, said the firm had improved its coffee with a new custom roasting method in which each of the coffees that go into the Wilkins blend is roasted separately, according to its own characteristics. Some require shorter roasting periods, others longer. The custom roasting brings out the best flavor in the coffee beans, he explained.

Wilkins Coffee is distributed through independent and



chain supermarkets and grocery stores in Maryland, Virginia and Washington, D. C.

The company is using a heavy newspaper, radio and television advertising campaign to introduce the new containers.

Lock-top can for instant coffee



In one of the significant metal container developments of the year, the Continental Can Co. has perfected a metal can, Savorlock, to meet the specific packaging needs of many powdered and granulated products—especially instant coffee.

Savorlock round, lock-top cans come in two consumer sizes, 204 x 315 and 305 x 507. While the lock top makes it simple for consumers to open and reseal the can, the covers are fitted with a pulpboard liner and glassine

tamper-proof seal to provide long shelf life, even for hygroscopic products.

Among the multitude of products for which this can is suited in addition to instant coffee are instant tea, tea bags and spices.

Recently, in conjunction with a major market test of instant coffee packed in the Savorlock can, evaluations were made of cans filled and sealed on a production basis and distributed in normal commercial channels. Cans taken from the production line demonstrated affirmatively the efficacy of the vapor seal, while cans taken from retailers' shelves more than four months after filling have demonstrated no appreciable moisture pick-up.

From these tests, Continental has also developed information which will enable it to recommend specific adhesives and adhesive applicators which packers should use in commercial production to achieve the necessary vapor-seal.

The containers were styled and proportioned by industrial designers to provide greater space for lithographed design and text on the selling label. In addition, a stacking feature enables the retailer to build up a display of Savorlock cans to the full height of the normal store shelf.

Adoption of the Savorlock can will enable packers to realize substantial savings in the shipment of filled containers, Continental emphasized. This economy is brought about not only by the lighter gross weight of the product-

packed metal container, but also because cases of cans can be loaded right up to the roof of a railroad car with no danger to container or product.

Filling and capping of Savorlock cans is essentially the same operation as the filling and capping of glass jars.

The desirable packaging features which Continental has custombuilt into Savorlock containers are expected to bring enthusiastic acceptance by packers, retailers and consumers, it was stated.

Dutch block coffee smuggling by frogmen

Dutch police and customs officers have put an end to one of the most ingenious methods of smuggling yet attempted between Holland and Germany—carrying coffee across the border underwater.

Police said they had arrested three men who had attempted to smuggle coffee by swimming in frogmen's outfits underwater through the canals and rivers which cross the frontier.

CBI program

(Continued from page 11)

result will be a fine, steaming brew which varies cup-wise from 40 to 70 or more servings to the pound. The cup yield has been the subject of endless discussion. At times it has dominated the brewing picture to such an extent that all other factors in the brewing procedure have been forgotten or not even taken into consideration.

To break this fixation, to revive interest in the whole brewing process, to accomplish these purposes in an interesting and constructive manner has been the goal of the field research staff of the Institute.

CBI based its presentation on the seeing—tasting—believing technique.

Originally the "seeing" angle was blocked by the construction of bulk brewing equipment available. The types most commonly used are sheathed in a stainless steel jacket. To overcome this obstacle, Mr. Bappert hit on the idea of developing a transparent urn. This "see through" urn is basically the conventional glass liner. But it was also necessary to provide a source of heat capable of maintaining an adequate holding temperature and to illuminate the interior of the liner, for visual purposes. Two 250 watt heat lamps, installed in the base assembly of each urn, answered both needs.

With this set-up as a starter, refinements were added, among them a gridded riser specifically designed to get an even bed of ground coffee in the urn bag and thereby achieving a more uniform extraction. This riser is a stainless steel sleeve with a bottom gridded into two-inch squares by one-quarter inch stainless steel bar stock.

It not only keeps the base of the urn bag level; in addition, it creates numerous drainage points which enable the water to pass through the grounds with greater uniformity.

The grid is an answer to the drooping urn bag, which is responsible for spoiling the brew in all too many instances, CBI says. The grid also is the answer to the problem of extraction. The drooping bag tends to ball up the grounds, concentrating them in a thick mass at the center and offering surfaces of little resistance on the sides. This can lead to a weak and bitter brew.

During the construction and planning of the demon-

stration urn, efforts were made to anticipate possible demands by audiences, especially on the operation of various types of equipment. The urn was therefore designed to be as versatile as possible. The urn can be adaptable to Amcoin, Tri-Saver, Filtrator, Tricolator units, and a Cad-o-lator, as well as the regular urn bag.

Hand-in-hand with the development of the equipment, a presentation technique was worked out. In a simple, factual and straightforward demonstration, two or more urns of coffee are brewed simultaneously, one in accordance with the recommendations of the Institute, the others following common practice. The demonstrator carries on a running commentary, explaining what he is doing. When the brews are completed the audience is invited to sample each and compare. A question and answer period follows. Brewing literature is distributed to supplement the demonstration.

During the past six months, CBI's field research staff has presented 27 of the quantity brewing demonstrations in the United States and Canada. They were done before groups of coffee salesmen, restaurateurs, food service divisions of the armed forces, and students in home economics, dietetics, hotel and restaurant management.

The chief function of the CBI field staff is to maintain contact with the coffee trade, the public feeding industry, and brewing equipment manufacturers, for practical application of the Institute's research findings. This contract also gives CBI an opportunity to appreciate the problems of the trade, and to seek their solution in the scientific research program.

It all started out with a consumer preference survey which revealed that bad coffee causes more adverse opinions than any other food in a restaurant, and that these opinions improved to the extent—and only to the extent—that better coffee brewing methods were adopted.

Direct contact best

It became apparent that direct contact was the most effective means of instituting better brewing methods in public feeding establishments. Thus, the "seeing and tasting is believing" program was developed.

According to Mr. Bappert, the Coffee Brewing Institute does not try to tell people what coffee they like best. "It simply recommends the beverage that it has found to be most desirable to the majority of coffee consumers, based upon the preference of thousands of consumers," he explains. "If someone should prefer a brew that differs from the Institute's recommendation, we can still provide a service by showing him how to achieve it consistently."

After demonstrating before a Detroit, Mich., restaurant group, Warren Schmidt, CBI representative in the Central states, was invited to visit five local coffee companies to discuss with the salesmen the finer points of good brewing. This capitalizes on another finding of the consumer preference survey, i.e., that restaurant owners and managers depend upon coffee salesmen for advice on brewing and equipment.

Contact by Jack Jurgens, newly-appointed Eastern representative, has led 17 New York City coffee roasting firms to request refresher courses for their salesmen.

With the appointment of Kiehl Underhill as West Coast representative, CBI hopes ultimately to bring the story of better coffee brewing to every section of the United States.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

preserved ginger

By E. BROWN, Colonial Products Laboratory

Part 1

Preserved ginger is better known in Europe and elsewhere in the world than in the United States. But it is an ancient product, one that was a factor—and still is—in the development and production of the spice itself. This basic summary, from material in Colonial Plant and Animal Products, fills a void. Published information on the subject has been sparse and scattered.

Ginger is one of the earliest known spices. Its use is first recorded in ancient Chinese and Indian literature, and it formed a valuable article of commerce in all the great empires of the past. It gradually spread westward, reaching England in the tenth century, and was introduced into the West Indies and Mexico by the Spaniards in the sixteenth century; since then Jamaican ginger has come to be regarded as the finest produced.

There is no lack of information regarding the plant itself and the dried spice prepared from the rhizome. Extremely little is known about the confection formed by preserving the spice with sugar, though this also has a long history and was an article of trade in Europe as early as the thirteenth century. Preserved ginger is still greatly appreciated as a delicacy in many parts of the world, not least among the Western nations.

Requests for advice on the preservation of ginger which have been received at the Laboratory in recent years have shown that published information on the subject is sparse and scattered, and except in very recent times, lacking in detail. It is hoped therefore that the following summary of such information as is available will serve a useful purpose.

Raw material

The standard for preserved ginger is the Chinese or "Canton" variety of *Zingiber officinale* Roscoe; this is the same species as that cultivated in other commercial producing areas, except in Japan, where *Z. mioga* Roscoe is grown. The Chinese, however, take special care in the cultivation of ginger which is to be used for preservation, a fact which apparently led at one time to the suggestion, since disproved, that a different though closely allied plant, "galangal"



A ginger plant, showing the rhizomes which are dried for the processing of the familiar spice—some of it consumed for centuries as preserved ginger.

(*Alpinia officinarum* Hance), was the source of the raw material. Chinese ginger for preserving is grown chiefly in the moist, rich, alluvial flats of the Canton delta. It is often cultivated in rotation with rice, and during its growth is given heavy dressings of liquid manure. The plant is harvested at an earlier age than when it is intended for conversion to the dried spice. When produced under such conditions, Chinese ginger is less pungent and more succulent than other types, and has large fleshy hands, which are loose in texture, with widely separated fibres.

Originally, ginger was preserved in Canton,¹ but although this may still be done for internal consumption, at the present time all the preserved ginger entering world trade is prepared in Hong Kong. The greater part of the raw ginger is imported from China, with smaller quantities coming from the Portuguese colony of Macao. In recent years, Formosa and Japan have also supplied ginger to Hong Kong, the latter country at a rapidly increasing rate. However, Japanese ginger is considered to be inferior to that from other sources, since it lacks the true ginger flavor. There is no direct evidence that any of it is used for preserving, and it is possible that it is re-exported as fresh ginger, for which there is a considerable demand in the East.

In Hong Kong, in 1954, ginger was grown successfully on a commercial scale, and reports stated that production of this crop was expected to increase in the future.²

Processing

When ginger can be preserved in or near the growing area, as in Canton, it is treated in the fresh condition, but for export it is usually pickled in brine. The manufacture of preserved ginger in Canton appears to be a very simple process which, according to a United States Consular Report,³ is carried out as follows:

"The Canton ginger factories buy ginger from a few Chinese dealers, who collect from many small up-country growers. The ginger is shipped to Canton by junk. Stem ginger, which consists of the young tender shoots of the plant, is cut up into small sizes suitable for sale. Cargo ginger, which consists of the largest rhizomes, is treated as it comes from the growers and is brought into Canton in pieces weighing from one quarter of a pound to a pound.

"After arrival at the factory, the ginger is given a preliminary washing in the river. It is put into a vat with a capacity of about 360 catties (equivalent to 480 pounds) and boiled for about an hour. After draining off the water, the ginger and sugar are mixed in equal proportions, with enough water for boiling. This mixture is boiled in the vat for an hour, and the resulting preserved ginger is packed in casks of 168 catties (224 pounds) for shipment abroad. It is also shipped in cases containing jars packed in straw. The cases are made of local timber.

"The same process, up to the boiling with sugar, is followed in the manufacture of dry ginger, but in the case of dry ginger very little water is added after the ginger has been mixed with sugar. The ginger is boiled until dry, after which it is removed from the vat and packed in one-pound tin boxes, which are made locally. These are packed in wooden cases for shipment abroad. For the China trade, a wooden case contains 24, 12 or 6 one-pound tins. For export the ginger is packed in a bamboo-leaf wrapper and is placed in tin boxes. These tin boxes are then packed in wooden cases containing 50 pounds or 100 pounds of the tinned ginger."

An earlier U. S. Consular Report (4) indicates that the method is subject to variation. According to this report:

"The roots are first thoroughly cleaned in water, then boiled in pans for two to three hours; then transferred to copper pans and boiled for two hours in a mixture of Java or Sumatra white sugar and water, just sufficient water to cover the roots, 5 lbs. of sugar to 10 lbs. of ginger, the roots having been pierced with a sharp instrument to enable the sugar to soak into them. After boiling, the ginger is put into large jars and stands for seven days, when it is again boiled in sugar and water in the same quantities. After it has become cold it is packed in jars or tins for export.

"To crystallize the ginger, the same process of boiling should be performed, but it should be boiled until the sugar becomes quite dry."

Although considerable quantities of ginger preserved in brine, or "salted ginger," are imported into Hong Kong, the supply is augmented by salting part of the fresh ginger imported. This is done by mixing the ginger with salt in the proportion of 30 catties (40 lbs.) of salt to 1 picul (100 catties or 133 1/3 lbs.) of ginger, and covering it with a weighted lid. After 24 hours, the liquid formed is drawn off, a fresh lot of salt (30 catties) added, and the ginger left to pickle for at least seven days. This is the form in which "ginger preserved in brine" or "salted ginger" is exported from the Colony.

Most of the salted ginger is used in Hong Kong for preserving with sugar, but small quantities, are exported to other countries, presumably for the same purpose. New Zealand is the chief purchaser of this form of ginger, smaller quantities going to the United States and Australia. The comparatively large quantities of ginger exported to Malaya probably consist of fresh ginger, which is used to a considerable extent in curries.

The process used in Hong Kong for preserving ginger is a little more complicated than those previously described. The salted ginger is removed from the brine, washed, and soaked in cold water for two days, several changes of water being made. It is then placed in cold water, which is heated and boiled for about ten minutes, after which the ginger is removed and pricked with a fork.

The ginger is then boiled in syrup for 45 minutes (first boiling), the syrup being prepared by adding to each picul of ginger 80 catties of sugar and sufficient water to cover the ginger. It is left in the syrup to soak for two days or more, and then reboiled for 45 minutes (second boiling), after which it is packed in fresh syrup, the quantity of syrup used depending on the market for which the ginger is intended.

Dry (crystallized) ginger is prepared in the way described above until the second boiling is completed. After a further period of soaking, the ginger is reboiled (third boiling) to evaporate more water from the syrup, presumably as much as is practicable. It is next removed from the syrup, dried, mixed with crystallizing sugar and packed.

REFERENCES

- ¹ "Die Chinesische Landwirtschaft," by W. Wagner; Verlag Paul Parey, Berlin, 1926, p. 395.
- ² *Colonial Reports: Hong Kong*, 1954, 89.
- ³ *Commerce Reports*, 1923, No. 37, 693.
- ⁴ U. S. Department of Commerce, *Monthly Consular and Trade Reports*, 1908, December, No. 339, 151.

Coffee controller named

W. Lawrence Chapman, controller, Standard Coffee Co., Inc., New Orleans, has been elected to membership in the Controllers Institute of America.



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vanilla plantations



for India?

By P. ABRAHAM, Officer on Special Duty (Spices)
Ernakulam
India

Vanilla plantations have been tried in India, and successfully, says Mr. Abraham. This suggestion, together with Mr. Abraham's primer on how to grow vanilla, was put before the country's agriculturists as an article in Indian Farming. Here are highlights of that article.

Vanilla has been tried by a few planters in the hill districts of Madras, Mysore and Coorg, and also at the Fruits and Spices Research Stations in Burliar and Kallar in Nilgiri district of Madras State.

The plant has been flowering and fruiting successfully in the places where it was tried.

Vanilla is a climbing orchid. There are several species of this orchid but two of them, the *True Mexican vanilla*, with long, slender pods, and the *West Indian vanilla*, with short, thick pods, are cultivated most.

Vanilla is an ancient spice. Its cultivation is found largely in Mexico, Tahiti, Fiji, Java, Zanzibar, Madagascar, Como Islands, Reunion, Mauritius, Seychelles and Puerto Rico. Though the plant was introduced into India and Ceylon at the beginning of the nineteenth century, very little attention has been paid to it so far.

The plant requires a light and friable soil, rich in humus. It does not thrive on heavy clayey soils which are ill drained. It is fond of plenty of humus and requires a light shade.

The crop requires a tropical climate, warm and moist with a temperature between 70° and 90° F. with a well distributed annual rainfall of about 100 inches. Even if the rainfall is as low as 60 inches, the crop can be grown if the rain is distributed suitably and is frequent enough to keep the soil moist throughout the year.

A virgin forest-covered hill slope is suitable for the plant. The forest has to be suitably thinned out to allow its sufficient light during the flowering season. Old orchards or land planted with other crops can also be used for vanilla.

Vanilla requires a support for climbing. Existing trees, if properly topped and pruned, can be used for this purpose. Posts and trellises or trees specially planted for the purpose, can be used for supplementing them.

When preparing land for growing the crop, felling and burning land is not desirable. The undergrowth may be cleared by cutting down all scrub jungle and superfluous trees, which may be chopped and allowed to decay on the land. If the land is open and exposed, such temporary crop plants as the banana may be planted till the trees grown for support are tall enough to give the required support and shade. Vanilla in the early stages requires partial shade and needs protection from strong winds.

Vanilla can be raised from seed as well as cuttings. It is best to take cuttings four to five feet long and plant them

at the base of the support on which the vines are to climb. At least a third of the cutting must be buried horizontally to a depth of about two inches. It is better to spread some leaf mold over the lower part of the cutting during planting. About 2,300 to 5,000 cuttings are required for an acre. The cuttings should be planted six to nine feet apart.

Short cuttings, about a foot in length, may also be planted, but unlike the plants raised from long cuttings, which begin flowering in the first year, these will begin bearing only in the third or fourth year.

The cuttings may also be rooted in a nursery and planted out when they begin to grow.

Growing vanilla from seed is a slow process, but if done occasionally, maintains the vigor and disease-resistance of the vine.

Vanilla requires pruning. After it has flowered, the old stem is cut. When the pods are ripe, the whole of the branch carrying them is cut and only the new shoots of the previous year are retained. As soon as the flower buds appear on the new shoots, their tips are removed and the tipping is continued as long as the plant produces sufficient pods.

The pruning of young shoots is also found suitable when the grower wants quick returns from the plantation and does not want to prolong its productive period for more than two or three years. Though an excessive crop of fruit may be obtained this way, it will be at the expense of the plant.

Pruning keeps the plant thin and light, thus avoiding the risk of accidents from high winds and hurricanes.

The plantation should be free of weeds. If the weather is dry, the ground around vanilla plants must be mulched with leaves or dry grass and frequently watered.

When the plants have reached the top of the support, which should be about four feet high, they should be made to trail horizontally by keeping posts of bamboos or other light poles on them. Snails, if seen, should be regularly collected to prevent their damaging the young leaves.

The plant flowers in the second year when a small crop may be obtained. The yield increases year after year.

Vanilla will rarely set fruit unless it is artificially pollinated. The number of flowers to be pollinated on each flower-cluster depends on the age and vigor of the plant. To get fine long pods, about ten flowers may be kept on each cluster, and if the plants are weak, a fewer number. All flowers should not be pollinated.

The method of pollination is simple. A pin, needle or a small pointed piece of wood of the size of a match stick is required to apply the pollen to the stigma of the flower. A pollen of the vanilla flower is covered by sort of hood, or "anther cap." The stigma is also covered by a lip known as "rostellum" or "lamellum."

These two prevent self-fertilization. To pollinate the

flower, press the lamellum upwards under the anther cap and bring the pollen in contact with the stigma. The operation is much simpler than it looks. Pollination should be done in the mornings.

The flowering and fruiting seasons of vanilla and the maturity of the pods vary from place to place. The plant gives only one crop in a year. The pods must be picked as soon as the tips become yellow. If this is not done, they are likely to split open and produce an inferior quality vanilla. While picking, the pods should not be bruised or injured. Pods may be collected every second or third day.

Normally a vine may produce a pound of green beans, which when cured make about three ounces of vanilla. Older vines under ideal conditions can bear more than 30 lbs. of green pods.

Curing requires great care as the value of the product depends on how much care is given to the curing.

A ripe pod does not give the vanilla odor. This odor is developed during the process of fermentation, when the fruit is drying.

Vanilla is cured by the aid of hot water, sun heat or stove heat.

For artificial curing of vanilla, many methods are followed. The latest method, however, is to place the pods after collection in cane or bamboo baskets and plunge them for about 30 seconds in near boiling water at about 190° F. Sometimes, this dipping has to be repeated for a few more seconds. The pods are then spread out for about a quarter of an hour on mats or trays to drain. They are exposed to the sun for two or three hours on woolen blankets on tables, and thereafter rolled in the blankets and kept in boxes until the afternoon of the following day. This operation is renewed during the next three to six days, depending on the weather. Overexposure has to be avoided, as this will make the pods too dry and brittle.

When the pods get a fine chocolate brown color and are flexible and wrinkled, they are sometimes lightly rubbed with olive oil. The pods are now transferred to a well ventilated drying room or shed and spread on cane trays for the next 30 days. During the drying process, they are frequently turned over and lightly flattened with the fingers. When well dried, they are sorted, graded, tied in bundles of 25 or 50, and placed in well covered air-tight boxes.

The cured pods are graded according to size and bundled in 25s or 50s in cellophane.

Vanilla-growing has had some success in places like the Nilgiris, Wynaad in the Malabar district, and Coorg. These

regions are situated on plateaus or the eastern slopes of the Western Ghats, where the annual rainfall rarely exceeds 100 inches. The western slopes of the Western Ghats, receiving 150 to 200 inches of rainfall, may not be suitable for vanilla.

Similarly, prolonged rainy conditions in the extreme South may also be unfavorable to the crop.

Generally speaking, vanilla may be grown in most of the pepper-growing areas of southwest India.

D&O elects new officers

Dodge & Olcott, Inc., New York City, manufacturers of essential oils, aromatic chemicals, flavor bases and dry soluble seasonings, has announced the election of a new slate of officers.

The new D & O officers are: president: Frederick H. Leonhardt, Jr.; vice president and treasurer, Mr. R. V. Behrens; vice president, V. H. Fischer; vice president, J. P. Bauer; secretary, E. M. Behme; assistant treasurer, Louis Young.

Cinnamon is popular

Americans eat nearly 10,000,000 pounds of cinnamon a year.

It has a hefty lead in popularity over six commonly used baking spices—nutmeg, ginger, cloves, allspice, poppy and caraway seeds.

daily cup consumption

(Continued from page 20)

during working hours. Coffee consumed at these breaks accounts for almost eight billion cups, or 7.4% of all coffee drunk in the United States.

Other information uncovered in this year's study showed the percolator as the most popular type of coffee maker, preferred by 64% of housewives, followed by the drip type with 22%, the vacuum type with 7.5% and the coffee pot with 6.5%.

Seven out of ten Americans took milk or cream in their coffee, and more than half used sugar. Restaurant sales of coffee increased 12% from 1955, with sales at lunch up 14%.

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My MARK M. HALL

■ ■ According to reports, roasting in this area is holding up well. It is the opinion, however, that roasting of bag coffee is on the increase, as the overall increase in Brazils is greater percentage wise than is the increase in vacuum packed. For the balance of the year, green men are asking whether the stores which apparently have good stocks on hand will work down these stocks or replenish them in the next few months.

The spread in M futures would seem to indicate that prices on Colombians are due for a drop around the first of the year. However, some seem to think that the new crop of milds is pretty well spoken for, and that a strong market might be sustained at that time. However, a fairly stable market in the next 60 days may be looked for from the time of this writing.

From some figures which Joe Hooper compiled, he draws the conclusion that more bag coffee is being sold in the East. These Eastern roasters find it hard to mix more milds in their roastings without raising the price.

Imports from Brazil for the first six months of this year compared with the first six months of 1955 show a variation in percentages from various parts of the country as follows:

	Increase
U.S. Atlantic ports.....	26.46%
New Orleans	34.94%
U.S. Pacific Ports	
and Vancouver	43.77%
Four Yargest Roasters,	
Imported through	
Atlantic Ports	9.5 %
Four Largest Roasters,	
through Pacific Ports.....	25.51%

■ ■ The Grace Line's golf and dinner

party at the Orinda Country Club last month lived up to its reputation as one of the finest of its kind in the coffee trade. The weather, as has been the case at these events for the last three years, was ideal. There were 28 at dinner, and 45 guests took part in the golf contest. Quite a number of the boys went swimming in Orinda's large and beautiful pool.

Golf is probably the coffee man's greatest sport, and there are some really good players in the trade. Golf prizes were as follows:

Low gross, 80, Jim Read; second low gross, 82, Eddie Wilson; third low gross, 86, Bill Burch; fourth low gross, 87, Edwin Pattinson.

Low net, 54, Bill Seeley; second low net, 55, Harvey Brockage; third low net, 60, Beck Rowe; fourth low net, split between Lloyd Thomas and Bill Rowe.

Out of town guests were Honorald Rueda, of Leonidas Lara & Sons, Inc., New York City; Irving Manning, Smart and Final, Los Angeles; William J. (Micky) Morton, Los Angeles, and his son, Billy Morton.

Among those who acted as hosts for the Grace Line were D. N. Lillevand, Harry Thompson, Harry March and George McCord. The boys are already beginning to look forward to next year's party.

■ ■ Cedric Sheerer is a good golfer and justified in expressing himself confidently about the playing of San Francisco coffee men. At the 11th hole, during the Grace Line party, where the boys stopped for the pause that refreshes, one of the guests who had left his automobile down the hill, under some trees near the road, said to Cedric that someone might hit his car. Cedric answered confidently that it couldn't happen with this bunch of

golfers; they would shoot right over the hill. The next moment a loud metal bang was heard as a ball hit the car—which proved that even the best can make mistakes.

■ ■ It is estimated that approximately 400 members of the Grace family enjoyed the picnic at Linda Vista Park last month.

It is a moot question as to whether the Grace Line or Grace & Co. (Pacific Coast) won the softball game. However, there is no doubt that Wallis Riese, of Grace Line, and his son are the champion horseshoe pitchers in the House of Grace at 2 Pine St.

■ ■ The Western States Tea Association gave a luncheon at the St. Francis Hotel for the India tea delegation, touring this country to study tea marketing. Included in the group were U.K. Ghoshal, Chairman of the Tea Board of India; J. P. H. Bent, of the Indian Tea Association and member of the Tea Board; N. M. Lingam, member of the Indian Parliament and also the Tea Board.

■ ■ John Conley who was assistant to the president and head of public relations with McCormick & Co., Inc., Baltimore, was recently made director of the bulk and institutional division of the company just being set up in San Francisco. Mr. Conley has been with the company for ten years. He is a graduate of Notre Dame University and was prominently connected with the Saints and Sinners in Baltimore.

■ ■ Prudencio Llach and Mrs. Llach were recent visitors to San Francisco. He is a grower and exporter of El Salvador coffee.

■ ■ Warren Kludt is now established in the coffee department of McCormick in San Francisco, after spending some time in Los Angeles with the company.

■ ■ The annual Fall party of the San Francisco Coffee Club was held at the Peninsula Golf and Country Club. The

(Continued on page 65)

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New York News

■ ■ The coffee trade in New York City—both the U.S. trade and producer representatives—tendered several receptions last month to Dr. Jose Maria Alkmin, Minister of Finance of Brazil, who was visiting this country.

Dr. Alkmin represented Brazil at a meeting of the Ministers of Finance and the Governors of the International Monetary Fund and the International Bank for Reconstruction and Development in Washington, D. C.

A reception was tendered to Dr. Alkmin by the executive committee of the Pan-American Coffee Bureau at the Bureau offices in New York City.

Later in the week, members of the U. S. trade turned out in large numbers at a reception given by the National Coffee Association at the Savoy Plaza Hotel.

Dr. Alkmin, greeting the assembled coffee men, told them that "it is the purpose of the Brazilian government to cooperate with coffee growers in order to improve the quality of the product and to encourage its export through ways and means which do not jeopardize its main objectives of strengthening the currency and fighting against speculation, tax evasion and fraud in exchange rates."

Dr. Alkmin left for Geneva to attend the 11th meeting of the signatory members of GATT (General Agreement on Tariffs and Trade). He was also invited by the governments of France and Switzerland to visit Berne and Paris for discussion of financial and economic problems.

■ ■ The New York Coffee Roasters Association held its meeting earlier this month at a new kind of site.

The Holland American Line was host to the association for dinner aboard the liner Noordam.

The group endorsed the proposal by the National Coffee Association to provide inspection service of roasted coffee purchases by state, municipal and institutional buyers through the newly formed NCA Institutional Advisory Committee.

■ ■ A familiar Front St. figure is now in a new setting. Arthur A. Anisansel, former president of Hard & Rand is now associated, as a director and vice president, with the Imperial Commodities Corp., coffee division, at 106 Front St.

Imperial Commodities Corp. is the U. S. subsidiary of the United Deli Companies of Amsterdam, Netherlands.

Associated with Mr. Anisansel at Im-

perial as assistant vice presidents are Charles J. Hughes, Jr., and J. Anson Sim. Mr. Hughes is a former vice president of Hard & Rand; Mr. Sim a former assistant vice president at Hard & Rand.

Imperial will be dealing in all growths of coffees.

The company held open house earlier this month, and many of the coffee men in the area took the opportunity to wish the new organization well.

■ ■ Frank E. Hodson, president of the Eppens, Smith Co., Inc., announced plans to build an ultra-modern, one-story building of 60,000 square feet in Secaucus, N. J. The plant will be erected on four acres of land at Secaucus Road, west of County Avenue.

Plans call for the building to be one of the most complete coffee and tea processing plants in the world. The latest and most up-to-date equipment has been designed and will be installed by Jabez Burns & Sons, Inc.

Mr. Hodson and his staff, identified with coffee and tea for their private label packing and Holland House brand, spent several years developing the plans for the building, incorporating the most modern techniques known in the processing of coffee and tea.

The building will be air-conditioned and all loading and unloading services will be conducted at especially-designed indoor receiving docks, which will include large parking and truck turnaround areas.

The design of the plant incorporates many new features in mechanical materials handling.

The building will be occupied early in 1957, Mr. Hodson said.

Present at the ground-breaking ceremonies were Mr. Hodson, other officials of Eppens, Smith, and Mayor John J. Kane, of Secaucus.

■ ■ The coffee industry is mourning the passing of Gustav Scheidemann, who succumbed to a heart attack recently at the age of 57.

Widely known and universally liked in the trade, Mr. Scheidemann went into coffee at the age of 16. He started as a sampler boy under Richard Balzac in the old firm of Alejandro Angel & Co., Inc. When Mr. Balzac started his own business on February 21st, 1921, Mr. Scheidemann went with him as a salesman.

On February 8th, 1949, he became a member of the board of directors of Balzac Bros. & Co., Inc., and a vice president.

He was also active in the New

York City Green Coffee Association, serving as a member of the By-laws Committee.

He was especially well liked by the younger people in the trade, to whom he was always helpful.

He is survived by his wife and a son, Robert, who is associated with the coffee department of Wessel, Duval & Co., Inc., in New York City.

■ ■ J. N. Soares, well known in the coffee industry, has established offices at 110 Front Street, as the J. N. Soares Co., where he is acting as an agent for coffee shippers.

■ ■ The De Hope Goldschmidt Corp. has announced plans to move to the second floor of 129 Front Street as soon as the construction there of tasting and roasting facilities are completed.

J. Raymond Buckingham has rejoined the company, in charge of its coffee trading operations.

■ ■ A new trade roaster is now in business at 56 Pearl Street, Brooklyn. S. & S. Coffee Roasters, Inc., is the firm now custom roasting, grinding and packing for the trade.

S. & S. has its own six-story building with ample storage facilities.

Heading up the new firm are Joseph Shaulson and Al Silverstein. Mr. Shaulson, the president, was previously connected with New England food chain stores. He also served in the Rhode Island House of Representatives from 1943 to 1949.

Al Silverstein, vice president, was connected with the Chas. S. Washor Co. for over 15 years. He held the position of general manager there.

■ ■ The exodus of coffee, spice and shipping firms from 2 Broadway will be starting soon.

The building is coming down to make room for a 34-story skyscraper which is expected to be ready in 1958.

Some of the firms are leaving on a temporary basis, to return when the new building is completed. Others have indicated that their move will be permanent.

■ ■ Charles T. Mattman, assistant vice president of the Moore-McCormack Lines, and Mrs. Mattman sailed from New York City aboard the Argentina recently, on an extended tour of South America. He will inspect Mooremack's offices in Argentina, Brazil and Uruguay.

■ ■ F. W. Ehrhard, Jr., of F. W. Ehrhard & Co., has accepted the chairmanship of the coffee division of the 51st annual fund drive of the Travelers Aid Society of New York, it was announced by John R. McGinley, general chairman of the drive.

About 225 key executives throughout New York will be active in the drive to raise the \$375,000 goal.

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New Orleans Notes

By W. McKENNON

■ ■ The Delta Line was host at a reception at the International House for the new consul general of Argentina here, Jose Guillermo Zavala Ortiz. Guests were the consular corps, civic leaders, business men and members of the coffee trade.

■ ■ F. R. White, of Stewart Carnal & Co., Ltd., has returned from a trip to Canada, where he visited his daughter and family.

■ ■ Parks Pedrick, vice president in charge of the passenger department of the Delta Line, has returned from a business trip to Chicago.

■ ■ Mr. and Mrs. Antonio Kattan are visiting in Mexico enroute to New Orleans from their home in Honduras. They will visit their son, David Kattan, while here.

■ ■ E. P. Bartlett, Sr., of the American Coffee Co., is in California on business. He will visit Los Angeles, San Francisco and San Diego.

■ ■ W. C. Englisbee, of Ruffner, McDowell & Burch, visited Chicago and New York en route to Brazil on business.

■ ■ E. R. McCleary, Jr., of the W. Ferd Dahlen Co., Inc., St. Louis, was a recent visitor in New Orleans, making his headquarters at the offices of Hanemann & Cummings.

■ ■ Austin O'Brien, of Byrne, Delay's New Orleans office, has returned from a business trip.

■ ■ Paul Zimmerman, of the Carl Borchsenius Co., Inc.'s, New York office, was a recent visitor to New Orleans.

■ ■ A recent visitor here was Robert Belien, of Compagnie De l'Afrique Orientale Belge. He made his headquarters at the offices of Hanemann & Cummings.

■ ■ Murray Squires, of C. A. Mackey & Co., La., Inc., is on a business trip to Brazil. During his absence, John Seates, of the New York office, will be in the New Orleans office.

■ ■ Mr. and Mrs. Robert Kingsmill have returned from a combined business and pleasure trip to Chicago and New York.

■ ■ Mr. and Mrs. Louis Moravia, from Port-au-Prince, Haiti, were visitors in New Orleans this week. Mrs. Moravia is the daughter of Mr. George Wiener, Sr., also of Port-au-Prince.



At the Delta Line's reception to Consul General Jose Guillermo Zavala Ortiz (from left): Dr. Robert French, director of the Port of New Orleans; Mr. Zavala; George W. Healy, Jr., editor of the New Orleans Times-Picayune; Victor N. Schiro, New Orleans city councilman, and Capt. J. W. Clark, vice president of the Delta Line.

■ ■ The Amerind Shipping Corp., has announced that it will take over offices of Isbrandtsen (New Orleans) here and Isbrandtsen (Texas) in Houston and Galveston. Amerind will act as sub-agent for the Independent Gulf Line and the Fabre Line to Continental Europe and the Mediterranean. Other sub-agents for the Independent Gulf Line and the Fabre Line in the South Atlantic and Gulf will not be affected.

■ ■ Coffee advertising lineage is picking up in the newspapers with the advent of cooler weather. At this writing, R-T coffee, with chicory, is advertised at 65¢ a pound. Super Store Coffee and Chicory is advertised at 57¢ a pound. American De Luxe Coffee and Chicory is advertised at 49¢ a pound, with the American De Luxe Pure Coffee at 69¢ a pound. French Market Coffee and Chicory is advertised at 77¢ a pound.

A special introductory offer on Chase and Sanborn Instant Coffee was advertised at 25¢ off the regular price of \$1.14 for the six-ounce size.

San Francisco

Continued from page 37)

announcement originally sent out spoke of it as the world's finest entertainment—and the events about proved that statement.

■ ■ Bob Powell, of E. A. Johnson & Co., recently left Stanford Hospital, where he underwent an operation. His recovery has been rapid, and he is doing well.

■ ■ Don Bowden is a new man at J. Aron & Co. Eventually he expects to be out selling coffee, but is now engaged in the process of learning the business. His schooling was in San Francisco, and he is recently out of the Air Force.

■ ■ The Duffs, father and son, recently flew to New York and back, with a stop-over in Denver.

■ ■ Our opinion of Bill Morton, although always high, rose considerably after meeting his son, William R. Morton, a civil engineer and a graduate of University of Colorado, who is nevertheless entering his father's business in Los Angeles. Young Bill was a lieutenant in the Army Engineers during World War II. The senior Bill could hardly contain himself when talking about his son.

■ ■ Jim Mahoney, Jr., who was for a number of years with the G. S. Haly Co., has resigned to enter the San Francisco Fire Department.

■ ■ Paul Ahrens recently made a flying trip to New York.

■ ■ Spencer Opie, who was with the Morey Mercantile Co., Denver, has left that company and is now with the Coffee and Spice Co., in that city.

■ ■ Harry McGuire, human relations manager at McCormick & Co., Inc., spent two weeks in Baltimore getting acquainted with the home office.

■ ■ Walter B. Johnson, a member of the San Francisco home office sales management staff of Hills Bros., has been appointed a vice president of the company. Mr. Johnson has served as a sales representative of the firm in Wisconsin and was Chicago division sales manager for several years.

■ ■ J. A. Folger, president of J. A. Folger & Co., and George A. Pope Jr., president of Pope & Talbot, were appointed members of the statewide Business and Industrial Committee formed to support Proposition 4, the Oil Conservation Act, a state ballot issue.

■ ■ Trays of coffee and Otis McAlister literature served as props in a Market Street window of the Hotel Whitcomb featuring Whitcomb Coffee, a special roast for the hotel's dining room.

■ ■ Moore-McCormack Lines, Inc., has moved its offices from 222 Sansome Street to new quarters at 214 California Street.

■ ■ For the year ending April 30th, S & W Fine Foods, Inc., packers of S & W Coffee, reported net sales higher than any in its past 60 years.

■ ■ Carolyn Spillane, daughter of Ed Spillane, of the G. S. Haly Co., was

Equipment to buy?
Equipment to sell?

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C. H. D'ANTONIO & CO.

Coffee

BROKERS • AGENTS
203 Board of Trade Annex, New Orleans, La.

married last month to Leonard Bertin. They are living in Redding, Calif., where Bertin is employed by the U.S. Plywood Co.

■ ■ Fred Vance, of Standard Brands, has been promoted from the plant to the tea and coffee procurement division of the company, a post left vacant by Carl Corey's transfer to New York.

■ ■ Bob Manning was in Denver last month, where it was reported the company was opening up a new restaurant.

■ ■ Last month the board of directors of the American Spice Trade Association, with other invited guests, enjoyed the hospitality of C. P. McCormick, of McCormick & Co., Inc., on Parson's Island, near Baltimore. According to Harold Gavigan, a board member, it is a fabulous place of 160 acres where the company does its plant experiments.

■ ■ Mr. and Mrs. William A. White, of the Huggins-Young Coffee Co., just returned from an extended trip through Central and South America.

Bill stopped in Guatemala for several days and was a guest of John Mack on his plantation. From there, they traveled to Peru, where Bill was able to do some fishing. They then went on to Brazil.

In Santos Bill saw many plantations, and from his rescription of the different grades of Santos coffee for the new crop about to be shipped, we can't look forward to too much good coffee. The reason is rain damage.

While in Rio de Janeiro, the Whites saw many of the beautiful sights in that city.

The return leg was by air to Miami and back to Los Angeles.

■ ■ Mr. and Mrs. John E. Mack spent several weeks recently on their plantation in Guatemala.

■ ■ Billy Morton, Jr., recently returned from Germany, where he was

stationed. Young Morton, now released from the Army, was a lieutenant in the Engineer Corps.

Billy has decided to make the coffee business his career. He has entered his dad's firm, and will start immediately after a short vacation.

■ ■ Ted and Hazel Lingle vacationed at La Jolla, Calif.

■ ■ Bill Morton, Sr., was in San Francisco last month, calling on the coffee trade there.

■ ■ Vic Cain and his family vacationed last month on Balboa Island.

■ ■ Earl Lingle and his family spent last month at Redondo Beach, Calif.

■ ■ Elmer Blace, of Otis McAllister, has been transferred from the New York office to San Francisco. As he was formerly from this city, the move seemed quite welcome to him. He is in the coffee buying department of the company.

■ ■ John P. Roddy is learning the coffee business with the S. F. Pellas Co. He is the son of the late John Roddy, who was very well-known in coffee circles on the Pacific Coast.

■ ■ Harry K. Wells has been transferred from McCormick & Co., Inc., Baltimore, to be plant manager of the firm in San Francisco. Mr. Wells, who has been ten years with the company, is a graduate engineer of the University of Maryland. His affiliations are the American Institute of Plant Engineers, the American Management Association, and the Shriners.

Southern California

By VICTOR J. CAIN

■ ■ Mr. and Mrs. Jack Schimmelpfennig, of Anderson, Clayton & Co., Inc., San Francisco, recently made a business trip to Los Angeles to call on the

coffee trade. Jack recently joined the firm of Anderson, Clayton as manager of the Pacific Coast. He was formerly associated with S. L. Jones & Co., San Francisco.

■ ■ The coffee trade was sorry to hear that Mrs. Ted Lingle had suffered a very severe fall, which necessitated hospitalization at the Huntington Memorial Hospital in Pasadena. We understand Mrs. Lingle is now resting comfortably and regaining her strength very rapidly.

■ ■ Bill Curtis, of the Wilbur Curtis Co., makers of coffee urn equipment, recently made a trip through the Midwest and East, calling on the coffee trade.

■ ■ Chuck Ceil, of the Weldon H. Emigh Co., Inc., recently made a visit to Los Angeles to call on the coffee trade.

■ ■ Mr. and Mrs. Charles Nomenclacher, of the Jewel Tea Co., flew to the Northwest to spend their vacation in and around Vancouver, B.C. On their return, they expect to sail down to Los Angeles.

■ ■ Earl and Anne Lingle, of the Lingle Bros. Coffee Co., recently returned from spending a month vacationing at the beach.

■ ■ Mr. and Mrs. Bill Morton and their son Bill, Jr., recently made a trip to San Francisco. While there, father and son attended the Grace Line party, which from all details was as usual, quite excellent.

■ ■ Mr. and Mrs. Irving Manning, of the Smart & Final Iris Co., recently spent a week in San Francisco vacationing. While there Irving called on many of his old friends in the coffee trade.

■ ■ Ralph Grof of the Bunge Corp., New York City, stopped in Los Angeles for the twofold purpose of calling on the coffee trade and vacationing for a short time in Southern California.

High quality today's key to successful premiums, Bowen says at New York show

The consumer wants premium merchandise that is first-rate in quality, Gordon C. Bowen, president of the Premium Advertising Association of America, declared at a forum which was part of a four day New York Premium Show held at the Hotel Sheraton-Astor, New York City.

Trade sources estimate that premium sales during 1956 will exceed \$1.75 billions, some \$250,000,000 more than last year and double the sales in 1950.

This year's show indicated a growing interest in premiums. In addition to the largest attendance ever recorded, in excess of 5,500 people, there were more exhibitors. Some 360 firms exhibited over 1,000 products.

Mr. Bowen said the public is becoming more premium conscious because of the increased advertising and promotion efforts of trading stamp operators who have made people not only trading stamp conscious but also "more receptive to premium offers of various kinds."

"The consumer wants premium merchandise that is abso-

lutely first-rate in quality," he said. "The premium planners and thinkers must be alert. It's no longer enough to get a pretty good premium and expect to get the jump on your competitor because he has none. The odds are he's got one, and unless you put some creative brainpower behind your promotion, and some merchandising support behind that, he'll have a better one than you."

He asserted that most premium suppliers realize that quality is necessary, but "those who haven't and think they can unload shoddy merchandise had better get out of the business before they lose their shirts and reputations."

David H. Kutner, merchandising director of Motorola Inc., Chicago, said that manufacturers in using premiums must not lose sight of the goal, which is to move merchandise and not premiums.

"Whenever we forget this, the operation may be a well publicized success, but the patient invariably dies," he said.

The worth of a premium campaign, according to Mr. Kutner, is, as in any ad campaign, measured in sales.

The use of trading stamps is expected to continue on the upswing in 1957, but will not increase so rapidly as in the past two years, said J. W. Young, general sales manager of the Eureka Specialty Printing Co., Scranton, Pa.

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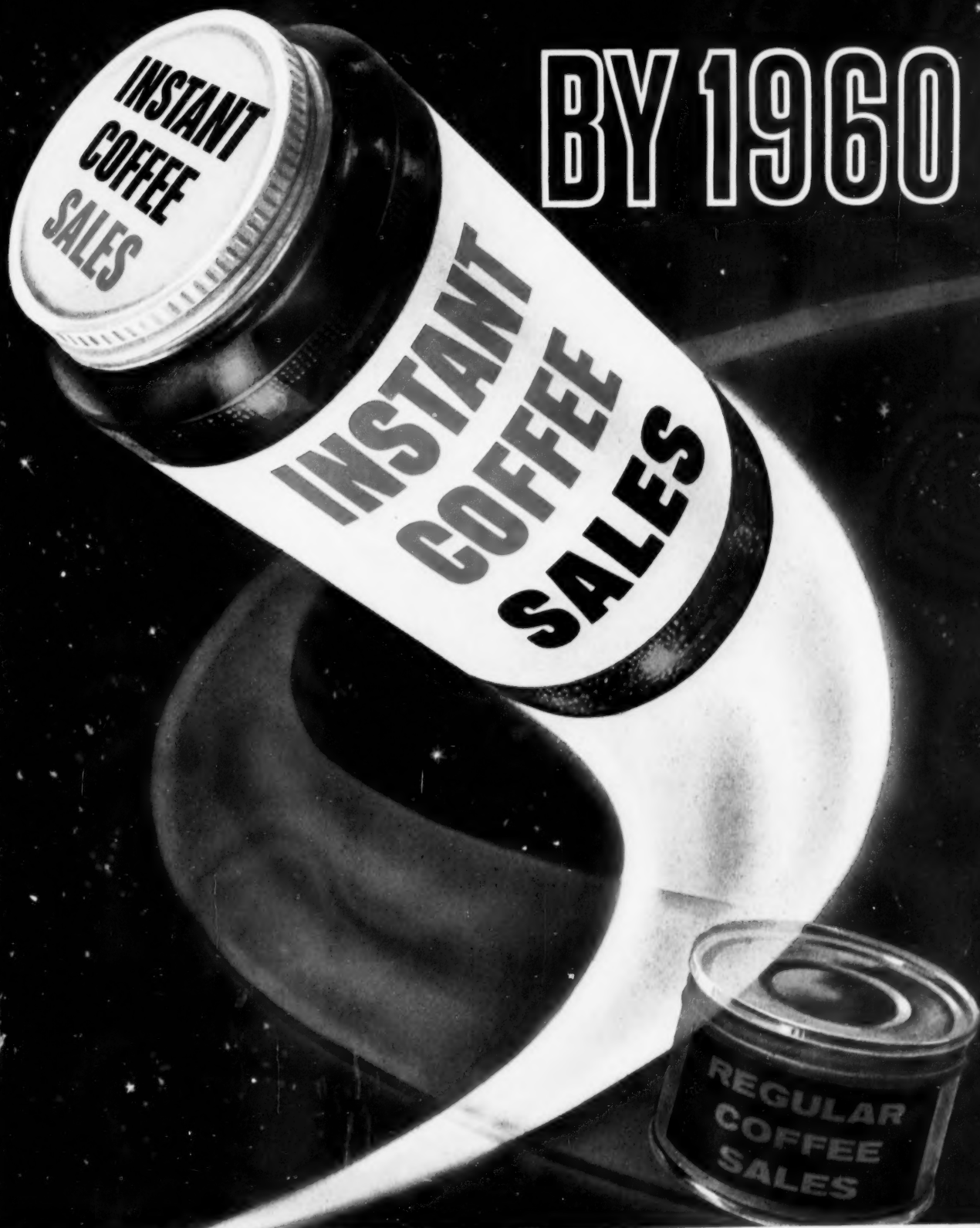
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